

## Contact

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(LinkedIn)

## Top Skills

Marketing Strategy

New Media

Sales

# Andrea Yoch

Freelance marketer, specializing in sports and entertainment. Proud co-founder and Board member for Minnesota Aurora FC.  
St Paul, Minnesota, United States

## Summary

Andrea Yoch, President of Andrea Yoch & Co., is an experienced marketing professional specializing in media, sports and entertainment. With a diverse range of skills including events, media relations, social media and digital marketing, Andrea knows what it takes to sell tickets and products.

Utilizing over 30 years of marketing experience, Andrea has worked on dozens of events to help organizations achieve their goals. Andrea uses a multitude of marketing tools including influencer campaigns, social media management, paid media, events and media relations.

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## Experience

### Minnesota Aurora FC

3 years 5 months

#### Board Member and Co-Founder

February 2023 - Present (1 year 9 months)

#### President and Co-Founder

June 2021 - March 2023 (1 year 10 months)

### Andrea Yoch & Co.

#### President

February 2016 - Present (8 years 9 months)

Greater Minneapolis-St. Paul Area

Utilizing over 30 years of marketing experience to help businesses achieve their goals. Love working with any sized client and any sized project to activate influencer campaigns, social media management, paid media, events and media relations.

Clients include:

\* Major League Soccer

- \* International Champions Cup
- \* Women's International Champions Cup
- \* Gray Duck Spirits
- \* Chris Hawkey Band marketing and partnerships
- \* KARE 11 Minnesota Super Bowl, 2018

## Minnesota United FC

### Vice President

September 2013 - December 2015 (2 years 4 months)

Joined United 6 months after new ownership purchased the team as the first full time marketing and sales executive for the team. Established sponsorship department from scratch including rate cards, inventory for clients and packages. Negotiated team's TV contracts and assisted with marketing and PR including working with other community organizations to increase the awareness of Minnesota United.

## KARE 11

### Digital Sales and Marketing Manager

April 2004 - September 2013 (9 years 6 months)

Greater Minneapolis-St. Paul Area

Responsible for digital revenue for KARE 11 through KARE's Digital Services which includes display advertising, sponsorships, SEO, SEM and Social Media solutions. Additional roles include assisting with special events and station community relations and marketing.

## Northway Sales and Marketing

### President

June 2000 - April 2004 (3 years 11 months)

Specialized in helping high profile companies improve their Internet strategies both for content and revenue. Clients included the Minnesota Timberwolves, KSTP TV and Target Center.

## Internet Broadcasting

### Marketing Director

September 1997 - June 2000 (2 years 10 months)

Developed advertising, media relations and promotional strategies for TV station Web sites across the United States.

## WCCO Radio

### Community Marketing Director

April 1992 - August 1996 (4 years 5 months)

Started as Assistant Program Director in charge of the station's sports broadcasts. Promoted to Community Marketing Director after 2 years to manage the station's marketing and partnerships including major events and sports teams.

### KFAN 100.3FM

Producer

March 1992 - September 1993 (1 year 7 months)

Responsible for producing several shows for the sports station, booking guests and coordinating special promotions for the shows.

### Minnesota Super Bowl 1992

Community Coordinator

1991 - 1992 (1 year)

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## Education

Boston College

Communications, Journalism · (1985 - 1989)