

# **Andrea Loziuk**

**Marketing Manager at International Data Corporation (IDC)**

Toronto, ON, CA

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## **Biography**

As Marketing Manager at IDC Canada, Andrea manages most marketing activities and front line interaction with IDC's major clients. She is responsible for coordinating inbound requests and connecting clients with consultants and analysts in the organization based on their needs via the Ask IDC inquiry desk.

Andrea leads the sales and marketing operations at IDC Canada. She collaborates with the research, consulting and sales teams to execute marketing campaigns that support the firm's strategic priorities and growth objectives. She plays a key role in creating news releases and liaising with the press, managing social media activity, coordinating webcasts and in-person events, and producing and managing content on IDC.ca.

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## **Areas of Expertise**

Client inquiries, Marketing Campaigns, Social Media & PR, Event Coordination , Customer Service, Graphic/Web Design

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## **Associated IDC Services**

IDC Canada Marketing Team, Ask IDC Inquiry Desk, Global Custom Solutions Team

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## **Education**

**Ryerson University**

B.A. Journalism

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