
Andrea Durfey

SENIOR BRAND/MARKETING STRATEGIST



With over 30 years in marketing, Andrea is well-versed in the art of creating strategic plans designed to shift perceptions, increase preference, build brands and drive sales. Andrea's diverse roles have helped hone her skills as a dynamic communicator proficient in delivering key messages through advertising, direct response campaigns, collateral design, sales presentations and social media for a variety of B2B and B2C clients.

As ODEA's senior brand and marketing strategist, Andrea dives deep into current market data and trends to help the team develop successful, long-term marketing plans. In this multi-faceted role, she prides herself on being a forward-thinker. Using marketing metrics, Andrea works side-by-side with clients to help further enhance brand awareness and perception.

Andrea holds a bachelor's degree from the college of communications/advertising at Michigan State University. She is certified from the American Management Association in The Art of Delegation. She also holds a Fundamentals of Direct Marketing certificate from the Chicago Association of Direct Marketing.