

WHY HIRE ANDREW

Andrew is a cultivated brand manager with both an artistic side as well as a marketing side. With the ability to quickly assess and communicate needs and conditions effectively Andrew is a creative branding asset that would enhance any product marketing team.

WORK EXPERIENCE

Senior Brand and Creative Manager 2015-2018

Brand Design Contractor 2018-Present

Prevent Cancer Foundation Alexandria, VA

DUTIES

30 Year Anniversary Rebranding

Created and adhered to benchmarks, developed new brand identity alongside multiple teams including Research and Development, implemented rollout of new brand identity and monitored progress to ensure all agents used proper updates.

Product Marketing Campaign Development

Worked with the Research and Development teams to ensure donors and fundees felt informed on how funds were being used to create or update medical tools or practices to enhance certain communities.

Develop Client and Collaborative Vendor Relationships

Began garnering quality relationships with a network of medical and marketing influencers to ensure events, campaigns and brand materials all adhered to proper brand guidelines when speaking with or on the foundation.

Brand Director 2014-Present

AndrewJTheArtist.com The Internet

DUTIES

Started or Fixed Numerous Brand Identities

I was able to create an entirely new brand identity for a few start-ups which I remain involved in to this day.

Developed Key Assets for Developing and Flourishing Brands

From Website Development to Logo Design I have worked with many brands to enhance their holdings and reach intended audiences. With the ability to work alone or collaboratively with a creative team I have created assets that cater to scores of audiences. Whatever falls under the branding umbrella I will make sure it adheres to the proper guidelines.

Decipher Competitor's Actions

I am able to fine tune client's marketing based on how the competitive environment looks and know to make a "radical" position seem appropriate if it is necessary.

HIGHLIGHTS

Times Square Billboards

My work and campaigns were shown high above the center of many people's universes. Like bright, animated clouds my work was seen by people from all over the globe.

Alejandro Escovedo

TATL Campaign

Worked with the amazing performer to develop the *Think About The Link* tour culminating with my media assets being displayed at the Grammys.

HIGHLIGHTS

Created A Blizzard Developing Team Logo

I love gaming and this was my chance to see my work be embraced by this amazing community.

A Parent's Comment

A child had the time of their life at one of these camps all due to my work initially being seen by their parent.

EDUCATION

M.F.A. Media Design 2013-2014

Full Sail University Winter Park, FL

I created a network of creative individuals in my time at the university. Many of whom have high reaching positions in many of the Fortune 500 companies. I also honed my ability to read a marketplace and produce works that speak to the right audiences.

B.A. Business Administration

St. Andrew's University Laurinburg, NC 2006-2010

I learned the ins-and-outs of how products are developed and funded and it was my first taste of the marketing world. I was also able to spend four years playing Collegiate Soccer NCAA Div.2 which transitioned into some professional trials.

SKILLS

