

Andrew Clark

Highly Experienced Art Director

@ johndoe@email.com

📍 New York, NY

SUMMARY

Collaborative and strategic Art Director with 8 years of experience in creative direction, design and art direction. Proven track record of developing and managing visual executions across all marketing channels to meet key business goals.

EXPERIENCE

Art Director

ABC Agency

📅 2018 - 2021 📍 New York, NY

Led creative vision and execution for multiple brands resulting in 20% increase in revenue.

- Developed and delivered creative concepts for brand, seasonal and product launches.
- Managed visual execution of multi-channel assets including emails, digital ads, direct mail, OOH, social, onsite, retail, partnerships, and experiential.
- Directed photo and video shoots to ensure flawless execution of marketing team concepts.
- Managed and mentored internal graphic design team and directed freelance creatives.
- Presented concepts and powerful narratives to cross-functional teams to influence business and creative decisions.

Senior Art Director

XYZ Agency

📅 2015 - 2017 📍 San Francisco, CA

Created compelling design and art direction for multiple direct-to-consumer and e-commerce brands.

- Led the ideation and delivery of creative concepts for brand and product launches.
- Managed visual execution of multi-channel assets including digital ads, social, onsite, and experiential.
- Directed photo and video shoots to ensure flawless execution of marketing team concepts.
- Collaborated with cross-functional teams to understand their needs and translate them into successful execution.
- Managed and mentored the internal graphic design team.
- Presented concepts and powerful narratives to cross-functional teams to influence business and creative decisions.

STRENGTHS



Strategic Thinking

Created and implemented a strategic plan that increased revenue by 25%.



Team Leadership

Managed and motivated a team of 5 graphic designers, resulting in a 30% increase in productivity.



Problem-Solving

Successfully resolved a major design issue for a client, saving the company \$50,000 in potential legal fees.

SKILLS

Adobe Creative Suite

Graphic Design

Art Direction

Photoshoot Direction

Team Management

Brand Development

ACHIEVEMENTS



Leading a Successful Rebrand

Directed a rebrand that resulted in a 40% increase in customer engagement and a 20% increase in revenue.



Producing a National TV Commercial

Managed the production of a national TV commercial that received over 1 million views on YouTube.

AWARDS



Gold Addy Award

Awarded for outstanding creative work on a national advertising campaign.



AIGA Design Award

Recognized for exceptional art direction and graphic design skills.