

# Andrew Craig

About me: As a former film director and artist manager I excel at working with teams. I have acquired ten thousand hours in many skills in my career. I am deeply interested in workflow efficiency. My dream is to write code to save work for other people!

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## EXPERIENCE

### **Red Rabbit Productions (closed), Toronto — Film Director**

April 2017 - September 2019

- Oversaw technical and artistic aspects of music videos for artists. Planned money saving solutions to achieve best results for low budgets (up to \$22,000).
- Developed detailed action plans, schedules and contingencies for filming on location.
- Directed up to 17 members of film teams and groups of performers.
- Lead video here  
[https://www.youtube.com/watch?v=H2SdOwWp\\_wE](https://www.youtube.com/watch?v=H2SdOwWp_wE)

### **New Roots Herbal, Toronto — Product Sales**

September 2014 - August 2020

- Memorized the details of over 80 products and explained them to customers in detail
- Pursued and maintained product sales goals
- Able to identify a product or service from the company that matched a customers specific issue
- Maintained working relationships with the management and staff of 14 health food stores in the GTA

### **Artist Manager, Toronto — Manager**

2002 - 2018

- Managed schedules, rehearsals, finances, tour dates and music videos
- Good experience in branding, marketing and social media
- Developed excellent conflict resolution skills
- Networked and stayed in contact with hundreds of industry professionals and artists
- Helped negotiate record deals with three different labels

## SKILLS

HTML5  
CSS3 - SCSS

Javascript(ES6+)  
ReactJS

REST API's  
Firebase  
GitHub

Responsive Design  
Web Accessibility  
Communication and collaboration

## AWARDS

Dora award nominated 2005  
for outstanding theatre  
performance

Front page interview in the  
Toronto Star for performance  
in Brad Fraser's *True Love Lies*

Nominated 2016 Toronto  
Independent Music Award for  
outstanding music video  
direction.

Signed to WAX/UNIVERSAL  
record label 2010 - 2013 and  
winner of Indie Week 2011

## EDUCATION

### **Concordia University, Montreal, QC — Bachelor of Fine Art**

September 2001 - July 2003

Film direction, acting, writing, management.

### **Juno School of Technology , Toronto — Graduate**

September 2020 - Present

Web Dev Fundamentals

Javascript Fundamentals

Web Development Immersive

## PROJECTS

### **Refrigeration Versification— ReactJS, Firebase, REST API**

A digital magnetic poetry. Create madlibs style poems from the words provided on the home page and save your favorite creations.