

**Andrew Davis**

T: 510.334.5065

E: [andy@adada.com](mailto:andy@adada.com)

A: 1400 Josephine Street, Berkeley, CA 94703

Portfolio available at [www.adada.com](http://www.adada.com)

**Strengths**

Nearly 20 years of award-winning results in digital, design and advertising. A very diplomatic fellow who remains calm and keeps an eye on the big picture even in the midst of absolute chaos. Excellent problem solving abilities, strong interpersonal communication skills and an innate talent for leadership. Get clients excited and onboard. Sense of humor? Yes.

**Specialties**

Lead creative on accounts including Microsoft, Nortel, Visa, Nestle, and Sony. Experienced in Technology, Finance and CPG sectors. Equally comfortable in front of the client, developing account strategy or crafting mechanicals. Managed creative teams on tight deadlines in high-stress environments. Created and enhanced client brands from identity to campaign. A good creative manager who believes in actively mentoring his employees.

**Creative Skills**

Developed concepts for TV, print, interactive and direct response projects. Expert in Adobe InDesign, Adobe Illustrator, and Adobe Photoshop. Knowledgeable about HTML, XML, CSS, AJAX, DHTML and other current web technologies.

**EXPERIENCE: RECENTLY*****February 2009:Present, Freelance Creative Director***

Working for a variety of agencies on clients like Pizza Hut, Intel, Corning, Cisco, Visa, and Suzuki Motorcycles. Recently completed rebranding Apica, a web performance company for their global launch. Work ranges from campaign strategy and micro-sites to interactive banners and DM campaigns.

***February 2009:Present, Creative Director, weotta.com***

weotta.com is an Internet startup that helps people discover new activities, generates itineraries, and then coordinate with friends. Unlike competitors, it is all generated algorithmically. I helped develop the overall identity, initial product screens and assisted in defining product strategy. The product launched May 23rd 2011 at Techcrunch disrupt in NYC.

***July 2002:February 2009, Group Creative Director, Mccann Worldgroup, San Francisco***

- Developed award-winning campaigns for Microsoft, Nortel, Nestle and others. Work included extensive interactive and streaming advertising, Global DR campaigns and more. The conceper behind the extremely successful viral site "msdewey.com". Using the character Miss Dewey, who comments on your searches while you search, this site promoted Windows Live Search. This video-based site had over 9 million hits in the first three months it was live.
- Directly managed approximately 15 creatives on a variety of Microsoft clients including Office, Dynamics, Mid-market and Small Business. Direct report to the Executive Creative Director and responsible with my partner for the entire creative output of MRM.

## **EXPERIENCE: EARLIER**

*October 2000:July 2002, Freelance Creative/Art Director, San Francisco*

*February 2000:September 2000, Creative Director, Driveway.com, San Francisco*

*3-97:2-00 Senior Art Director, Cohn & Wells Partners, San Francisco, CA*

*4-95:3-97 Art Director, HWY 1 Communications, San Francisco, CA*

*4-93:3-95 Designer, HWY 1 Communications, San Francisco, CA*

*2-92:3-94 Freelance Designer, San Francisco, CA*

## **EDUCATION**

1990:

Bachelor of Fine Arts with a major in Graphic Design,  
Mason Gross School of the Arts,  
Rutgers University

## **CLIENTS**

**Microsoft**–Developed award-winning advertising, global direct response campaigns, event materials, web sites and Interactive advertising including TV. (Winner, New York Festival, Regional Addies & The One Show Awards)

**Cisco**–Developed RM program including EM, Website and user experience.

**Nortel**-Developed a host of interactive and direct response mailings to support sales efforts across the globe

**Bank on California/San Francisco**–Developed, advertising, website and collateral for statewide program piloted in SF.

**VISA**–Lead art director on Visa for 2 years. Developed advertising, software packaging, direct response campaigns, promotions, internal collateral, and a snow globe. (Winner, Gold and Bronze Pioneers Awards)

**Suzuki Motorcycles**

**Sony**

**PeopleSoft**

**YouTube**

**Driveway**

**Charles Schwab**

**Wells Fargo**

**Contadina**

**Honeywell**

**Nestle Carnation Instant Breakfast**

**FirstUSA**

**Bank of America**

**USA.net**

**Blue Cross of California**

**Blue Shield of California**

**San Francisco Opera**