

CREATIVE/ART DIRECTION

ANDREW DAVIS

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Making the difference in advertising, design and marketing means creating meaningful connections. That idea informs everything I do. As an award-winning creative director with experience in digital, video, identity, and campaigns, I've led creative efforts on behalf of clients including Google, Microsoft, Slingbox and many more. As a curious and strategic collaborator, I remain calm and keep an eye on the big picture no matter what. I'm comfortable with everything from strategy to design through delivery. In the end, I'm focused on customer action, project success and supporting the people around me. My goal is to make great, impactful work and have a good time doing it.

—HIGHLIGHTS—

Goodmojo: Rebranded this innovative startup focused on better and more efficient delivery of social services. Currently working on product development with them as well as pitch materials.

VMWare: Worked to define and then execute CXO marketing for VMware. Created high-performing digital campaigns for the Economist and other campaigns.

Slingbox: Developed award-winning viral campaign, packaging, digital advertising and video driving sales. (Winner: Silver Davies Award)

Microsoft: Developed award-winning advertising, global direct response campaigns, event materials, websites and Interactive advertising, including TV. (Winner, New York Festival, Regional Addies & The One Show Awards, Cannes candidate)

—RECENT EXPERIENCE—

Freelance Creative/Art Director

Freelance Creative/Art Director for VMware, Golden Gate University, Goodmojo, Price Waterhouse, Cohesity and others. Working on a range of projects including digital marketing, branding, business strategy, and other marketing efforts.

Creative Director—Ootem Advertising

September 2013 : January 2018

Directed the development of all creative for Ootem Advertising on behalf of a wide range of clients including Slingbox, Echostar, Nuvesse, Nutrinsic, Insight Engines, Specific Media, and MUSL. This work was across a range of industries including CPG, consumer electronics, and enterprise software.

Creative Director—SolutionSet/Epsilon

September 2012 : September 2013

Lead creative on the Google account responsible for all aspects of creative. The work was focused on CRM programs supporting Adwords but also included special initiatives and higher-level campaign development.

Managed a team of about 20 creatives and acted as an individual contributor on a regular basis.

Freelance Creative/Art Director

February 2009 : September 2012

Working for a variety of agencies on behalf of clients including Pizza Hut, Intel, Corning, Cisco, Visa, and Specific Media. The work ranged from campaign strategy, brand development, and micro-sites to interactive banners and DM campaigns.

Creative/Art Director—McCann Worldgroup

July 2002 : February 2009

Developed award-winning campaigns for Microsoft, Nortel, Nestle and others while leading the MRM team. Work included extensive interactive and streaming advertising, and global direct response campaigns. Conceptual lead behind the extremely successful viral site "msdewey.com". Using the character "Miss Dewey", who comments while you conduct your search, this site promoted Windows Live Search. This video-based site had over 9 million hits in the first three months it was live.

—EDUCATION—

Bachelor of Fine Arts—Graphic Design
Mason Gross School of the Arts, Rutgers University

—INDUSTRIES—

Technology • Enterprise Software • Financial Services • Consumer Electronics • Cosmetics/Beauty • Non-Profit

—SKILLS—

Art direction • Copywriting • Branding, including ID development • Packaging • Website/Mobile • UX/UI design • Mobile app design • Adobe Creative Suite • Sketch • Google Suite • Microsoft Office Suite

—CLIENTS—

Google • Microsoft • Visa • Wells Fargo • Charles Schwab • Bank of America • Slingbox • Echostar
MUSL • Blue Cross of California • Blue Shield of California • Insight Engines • Nutrinsic • Blackbird • Nuvesse
Nortel • Cisco • Sony • Bank On California • VMWAre • Golden Gate University • Cohesity

—REFERENCES—

Available upon request