

CHRISTINE ANDREWS

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EXPERIENCE

CANNON ADVERTISING Boca Raton, FL **2008-2009, CREATIVE DIRECTOR**

- Oversee design for local as well as national accounts
- Collaborate with clients and our team of designers on strategic advertising and marketing initiatives to produce effective results
- Implement internal organizational and efficiency processes

WILL DESIGN
4 food

THE PGA OF AMERICA Palm Beach Gardens, FL **2008, CREATIVE DIRECTOR**

- Hire, train and managed a team of designers including temporary help and freelancers as needed; increased design quality while reducing department spending by \$66K/annual
- Implement and manage national corporate branding initiatives and cohesive campaigns
- Oversee the design of all materials needed for 4 large-scale championship events: PGA Championship, Ryder Cup, Senior PGA Championship and The Grand Slam of Golf; includes ads, billboards, programs, invitations, menus, tickets, web materials, misc signage
- Manage wide-scale signage and banner programs working closely with designers, national printers, landscape architects and installation companies
- Significantly strengthened client relationships and increased annual influx of new projects by 400%
- Increased annual department revenue by \$500K: Took the Creative Department from an annual deficit of \$250K to tracking an annual profit of \$250K
- Created and implemented department organizational standards and processes in order to successfully handle the increased department workload
- Perform hardware and software analysis as needed and work with the IT department for budgeting and upgrading
- Broaden scope of print vendors used to gain more competitive pricing, cost savings and a higher quality of printwork produced; in turn creating more collaborative relationships with print vendors and a more satisfied client base
- Help structure and organize new customized job management program
- Accounting/purchasing/bidding; financial and budgetary responsibilities

GL HOMES Sunrise, FL **2004 - 2007, GRAPHIC MANAGER**

- Extensive print, web and display design experience including: brochures, ads, direct mail, outdoor signage, websites, web ads, email campaigns, sales center coordination including space layout and display design
- Management of projects from conception through delivery, including project scheduling, resource management, content management, and client relationships
- Manage and oversee other designers focusing on design leadership on an array of projects
- Ability to think and work at a fast pace, juggling a variety of projects and deadlines demonstrating strong organizational skills and positive leadership ability
- Cultivate long term client relationships - strategic liaison between client and agency
- Flexible and collaborative team player with innovative and fresh ideas
- IT liaison helping successfully convert all designers from QuarkXpress to InDesign, from OS9 to OSX, pro-actively work with IT to solve issues
- Coordinate and oversee photographers and stylists on photo shoots at various locations
- Earned nickname "Eagle Eye" for attention to detail and proofing skills

**COLDWELL BANKER, Howard Perry and Walston Raleigh, NC
2002 - 2003, LEAD DESIGNER**

- Design supportive advertising and marketing materials for Corporate Clients, General Brokerage Real Estate Agents and New Homes Neighborhoods Marketing Managers and Agents
- Design projects include: ads magazines, newspaper and websites, promotional packaging, website design, pricesheets, site maps, signage, trade show booth graphics, POP displays, invitations, brochures
- Adhere to strict corporate guidelines and standards carrying the look throughout various materials and displays

**SETA CORPORATION Boca Raton, FL
2001, ART DIRECTOR**

- Overall concept, design and project management of Palm Beach Jewelry Collection catalogs, including all client/syndicator versions, RPI and SPI mailers, and on-page syndication programs
- Work with photographers and stylists on a daily basis in a studio setting
- Follow projects through from brainstorming to production

**FIRST MARKETING Pompano Beach, FL
1999 - 2001, SENIOR GRAPHIC DESIGNER – TECHNOLOGY TEAM**

- Accounts from \$100,000 - \$2,000,000, including Nextel, Cingular Wireless and VoiceStream
- Art manage customer communication and retention programs for accounts, including the overall concept and design of newsletters, bill inserts and direct mail pieces
- Work closely with copywriters, account managers, the production department and mailing services to follow every job from creative through production to press checks
- Communicate and maintain relationships with multiple clients on a daily basis
- Prepare and present marketing strategies and correlating design work
- Voted "Employee of the Month" for the Technology team, July 2000 and April 2001

**AQUENT PARTNERS Fort Lauderdale, FL
1999, 2003, FREELANCE GRAPHIC DESIGNER**

- Alamo Rent a Car, Fort Lauderdale, FL
- Carnival Cruise Lines, Miami, FL
- Rexall Sundown, Boca Raton, FL

**CREATIVE LOAFING Savannah, GA
1997 - 1999, SENIOR DESIGNER & PRODUCTION GURU**

(part-time position while working my way through grad school)

- Overall design of the newspaper including the ad designs and editorial layouts, designing logos
- Scan and color correct images

**COLLEGIATE TIMES Blacksburg, VA
1995 - 1997, PRODUCTION MANAGER**

(part-time position while working my way through college)

- Oversee the editorial design of the newspaper and pre-press preparation of the files
- Voted "Best Under Stress" 1996 and 1997

skills

Mac OSX • InDesign • QuarkXPress • Photoshop • Illustrator • Adobe Acrobat • Dreamweaver • GoLive • HTML
Photography • pre-press skills • copywriting • proofreading • Microsoft Word • Excel • PC Computing

education

MA GRAPHIC DESIGN
Savannah College of Art and Design, Savannah, GA, May 1999

BA COMMUNICATIONS
Virginia Tech, Blacksburg, VA, May 1997