

# CHRISTINE ANDREWS

Pompano beach, FL

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## EXPERIENCE

### GL HOMES Sunrise, FL

#### 2004 - 2007, 2010-present GRAPHIC MANAGER & DESIGNER EXTRAORDINAIRE

- Extensive print, web, and display design experience including: ads, brochures, posters, logos, POP materials, flyers, direct mail, interior & exterior signage, sales center display coordination including space layout, display design and working closely with the decorator team, web based communication strategies, touchscreen technologies
  - 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
- Assist in internal management of account services process and procedures
  - Experience with large-scale branding efforts and cohesive campaigns
  - 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
  - Collaborate on strategic advertising and marketing initiatives to produce effective results
  - Accounting/purchasing/bidding; financial and budgetary responsibilities
  - Flexible and collaborative team player with innovative and fresh ideas
  - IT liaison working closely with the designer team and IT to solve all issues; continue to work pro-actively with IT on future planning
  - Coordinate and oversee hired photographers and stylists on photo shoots at various locations
  - Earned nickname "Eagle Eye" for attention to detail and proofing skills

WILL DESIGN  
4 food

### 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
- Coordinate offset and digital print production working closely with local vendors

### THE PGA OF AMERICA Palm Beach Gardens, FL

#### 2008, CREATIVE DIRECTOR

- Hired, trained and managed a team of designers including temporary help and freelancers as needed; increased design quality while reducing department spending by \$66K/annual
- Implemented and manage national corporate branding initiatives and cohesive campaigns
- Oversaw 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

**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, priceshets, 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 • Flash • Adobe Acrobat • Dreamweaver • GoLive  
 HTML • Photography • pre-press skills • copywriting • proofreading • Microsoft Word • Microsoft 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