



ANDREA HULL
INTEGRATED RETAIL DESIGNER
& ART DIRECTOR

(437) 239-7229 info@andrea Hull.com
 andrea Hull.com 50 John St, Toronto

- **Strong conceptual and strategic thinker**
- **Idea generator, problem solver and never-say-no-er**
- **Excellent written and verbal communication skills**
- **Team player, experienced mentor and confident managing client relationships**
- **Experience working in high-pressure environments and balancing multiple projects, strong time management skills**

WORK EXPERIENCE

August 2019 – November 2019 (Freelance Contract)
Ngen Communications Toronto Canada

- Created identity designs, websites and general digital marketing.
 (Ngen was placed 229th out of 500 in Canada's fastest growing companies and 24th within the marketing and media category 2019)

JANUARY 2015 – AUGUST 2019: SENIOR FREELANCE RETAIL ART DIRECTOR/DESIGNER IN CAPE TOWN (CT) AND JOHANNESBURG (JHB)

For four and a half years, maintained a consistent client base that included some of the leading advertising agencies in South Africa, such as **King James, Wunderman, TBWA, Joe Public, M&C Saatchi Abel and Ogilvy.**

December 2018 – June 2019
 Agency: **Ogilvy, CT**

- Brand: Pep (clothing)
 Develop innovative retail concepts and designs
- Execute flawlessly from ideation to finished campaign
 - Develop and maintain client relationship by providing brand stewardship and vision
 - Direct actionable concepts and ideas to the creative team

KEY PROJECTS

May – October 2018

- Agency: **King James, JHB**
 Brands: 1st for Women Insurance, iStore
- Ideate brand campaigns and strategies
 - Strategic planning and conceptual brainstorming

February – March 2018
 Agency: **Wunderman, JHB**
 Brand: Telkom (telecoms)

- Elevate the quality of various digital elements for campaigns
- Establish a new art direction for catalogue

August 2017, April 2018
 Agency: **TBWA, JHB**

- Brands: MTN (cellular network), Spar (supermarket group)
- Establish new visual identity for Spar supermarket group
 - Create advertising campaigns for MTN, ideate new art direction

August 2016 – May 2017
 Agency: **King James, CT**

Brand: Pick 'n Pay (supermarket group)

- Redesign brand visual identity
- Design and photographically direct food & fresh produce retail media
- Collaborate with studios in CT and JHB

March 2016 – June 2016

- Agency: **Open Co (TBWA), JHB**
 Brands: Standard Bank, Bradlows (furniture), MTN
- Classic corporate identity and FMCG packaging development
 - Improve agency's internal creative processes

November 2015 – February 2016
 Agency: **M&C Saatchi Abel, JHB**

- Brand: Edgars (clothing)
- Build and design website pages, social media posts and emailers
 - Generate campaign concepts
 - Create and improve systems and processes

January 2015 – October 2015
 Agency: **Joe Public, JHB**

- Brand: Jet (clothing)
- Establish Jet as a modern, fashion-oriented family brand
 - Art direct a range of print and digital campaigns from ideation to execution

ADDITIONAL FREELANCE EXPERIENCE PROJECTS AND REFERENCES ARE AVAILABLE ON REQUEST.

August 2013 – December 2014: Creative conceptual manager, Markham, **TFG Group, CT**

- Create and execute marketing fashion campaigns, considerably raising the standard of creative work
- Collaborate with British Advertising Agency, BDA, developing seasonal campaign concepts
- Work closely with visual merchandise and buyers, building up an extensive knowledge of the retail industry

February 2011 – July 2013: Senior art director, **99c (CT)**

- Brands: Ackermans, Shoe City, Jay Jays (clothing) and Checkers (supermarket group)
- Rebrand Ackermans and Shoe City; redesign and update photography art direction of Checkers' catalogues

February 2008 – January 2011: Middleweight art director, **Net#work BBDO (CT)**

- Brands: Ackermans, Hang Ten (clothing) and Parmalat (FMCG)
- Coordinate each campaign's photography, styling and production, streamlining processes to optimize creative production
- Mentor and assist junior art directors and copywriters

EDUCATION

- Bachelor of Arts Honours degree in Graphic Design: Camberwell College of Art, London, United Kingdom
- Marketing Management diploma: Damelin, South Africa

SKILLS

- Creative direction: principal design direction, scheduling and budgeting, branding, strategy, photo shoots, mood boards, technical instruction
- Design for e-commerce: email marketing, websites, online display banner ads, branded content, social media
- Design for marketing: CRM, outdoor advertising, print advertising, content marketing, in-store, corporate identity, stationery, video editing
- Software: Adobe Creative Cloud, Microsoft Office, Keynote