



ANDREA HULL  
INTEGRATED RETAIL DESIGNER  
& ART DIRECTOR

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- 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

March 2020 – December 2020 (Freelance Contract)  
**Canadian Tire Toronto Canada**  
• Responsible for helping to establish and execute a variety of omnichannel marketing creative and content for Canadian Tire and its many brands. This includes leading the look and feel of the company’s content and executing multiple digital marketing campaigns across its web, email and social media platforms.

Key responsibilities include:

- Developed content from conceptualization to execution for high-priority events and campaigns
- Insured strict adherence to brand standards
- Established a consistent experience for customers across all touchpoints
- Continuously improved Canadian Tire’s digital presence while supporting its marketing priorities
- Develop responsive web frameworks with content-focused and mobile-first approach
- Implement industry best practices

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

May – October 2018  
Agency: **King James, JHB**  
Brands: 1st for Women Insurance, iStore

- Ideate brand campaigns and strategies
- Strategic planning and conceptual brainstorm

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 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

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