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EDUCATION

School of Visual Arts (BFA)
New York, NY

PORTFOLIO

www.andystangelo.com

SERVICES

Strategic Planning
Creative Direction
Branding
Marketing
Copywriting
Graphic Design
Production
Project Management

SKILLS

AI
Content Creation
Video Production / Edit
Web / UX Design
Broadcast (TV/Radio)
Blog
Collateral Material
Corporate Identity
Catalog
Direct Mail
E-Commerce
Event Production
Outdoor/Large Format
Print Production
Packaging
Point Of Sale
Pre-Press
Trade Show

APPLICATIONS

Adobe Creative Suite
Open AI/Chat GPT
HubSpot
Klaviyo
Magento
Microsoft Office
WordPress

REFERENCES

Available Upon Request

EXPERIENCE

2012-25

I DJ NOW – Creative Marketing Director www.idjnow.com

Authorized distributor of Professional Audio, Lighting, Recording, Video and Stage equipment for live performances, presentations, venues and institutions.

- Managed staff of four production artists.
- Responsible for all 360 creative marketing campaigns.
- Coordinated co-op initiatives with manufacturers.
- Created content for all social media.
- Designed promotions to increase market share.
- Worked directly with sales teams and principals.
- Established brand guidelines for all messaging.
- Implemented new internal systems procedures which helped to increase annual revenue from \$2 million to \$16 million in less than 5 years.
- Increased Instagram followers from 2,000 to 30,000 in under 2 years.

2008-12

Self-Employed – Creative Consultant - Design and Production

Clients: Young & Rubicam, Leviton Manufacturing, M&R Management, Optimum Solutions Corp., GMLV Group, Kainos Partners LLC., EGC Group, and Strategic Venture Partners LLC.

- Produced and supervised printing of Leviton's largest product catalog in 100-year history (880 pages).
- Developed award-winning branding and web marketing for Kainos Partners, a division of Dunkin' Brands.

2001-08

Harrison Leifer DiMarco Advertising – Creative Dir. / Dir. of Creative Svcs.

Clients: Harvey Home Entertainment, Albanese development Corp., Fougera Pharmaceutical, Genesis Networks, Island Harvest, Meadow Ridge Capital, Medical Action Industries and Riverhead Building Supply.

- Developed award-winning campaigns for Harvey Home Entertainment which increased sales from \$14-\$50 million within 18 months.
- Expanded agency's capabilities by establishing new vendor relationships.
- Managed staff of six artists.
- Maintained production schedules and budgets.
- Represented creative department in all client presentations and vendor production sessions.

1998-01

Avrett Free Ginsberg Advertising – Senior Art Director

Clients: ABC Sports, Alberto V05, Dewar's, Enterprise Rent-A-Car, Liz Claiborne Fragrances, Lorillard Tobacco Corp., NAVA Financial, NAYA Spring Water and Ralston-Purina.

- Lead Designer for direct mail, outdoor and P.O.S. material for Lorillard Tobacco Brands - \$30 million
- Worked closely with senior management on New Business Development presentations.

1996-98

MARKE Communications – Art Director

Clients: IBM, Talbot's, Chadwick's of Boston, Gump's Home Designs, Macy's Direct, NBC and UNICEF.

- Consecutively produced the five most successful consumer catalogs, in the seven-year history of IBM Desktop Software.
- Worked directly with client representatives from Chadwick's, Talbot's, Gump's, and UNICEF.

1994-96

Macnamara Stewart Saperstein Advertising – Art Director

Clients: Palmer's Skin Care, Regency Cruises and Travelers Financial Group.

- Introduced and maintained agency's internal network of Five digital workstations.
- Managed all aspects of print and web front-end design for assignments.

1992-94

Campbell Mithun Esty Advertising – Jr. Art Director

Clients: Minolta, NY Metropolitan Opera, Texaco, Thrifty Rent-A-Car and Wittnauer Watch Corp.

- Increased studio revenue by 300% in 12 months, by implementing tracking system for all services rendered by production artists.
- Developed a National Advertising Resource Kit for Thrifty Car Rental franchise owners, which included original art and branding guidelines.

1988-91

Backer Spielvogel Bates Advertising – Studio Artist

Clients: Avis, British Airways, Campbell's Soup, Dole, Fisher-Price, Hyundai, JP Morgan, M&M Mars, Miller Brewing, Phillips Magnavox, Philip Morris, Prudential, Wendy's and Xerox.

- Worked closely with management, developing all forms of Print, Broadcast and Collateral material for clients.