

EDUCATION

School of Visual Arts
New York, NY
1984-88 BFA

PORTFOLIO

www.andystangelo.com

SKILLS

Branding / Corporate ID
Broadcast (TV / Radio)
Catalog Production
Collateral Material
Content Creation
Digital / Social Media
Direct Mail
E-Commerce
Email Marketing
Event Production
Outdoor / Large Format
Print Production
Packaging
Point Of Sale
Pre-Press
Trade Show
Vehicle Design
Video Production / Edit
Web / UX Design

APPLICATIONS

Adobe Creative Cloud
Asana
Figma
HubSpot
Klaviyo
Magento
Monday.com
Microsoft Office
WIX.com
WordPress

SERVICES

Art Direction
Copywriting
Graphic Design
Marketing
Project Management
Social Media
Video Production
Web Development

EXPERIENCE

2012-2025 - I DJ NOW, Inc. — Creative Marketing Director

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

- Implemented new internal systems procedures which helped 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.
- 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.

2008-2012 - Self-Employed — Creative Services — 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.

2001-2008 - 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 \$4-\$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.

1998-2001 - 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.

1996-1998 - 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.

1994-1996 - 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.

1992-1994 - 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.

1988-1991 - 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.