

Andy Singer

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Design and Branding Portfolio: www.ascreates.com

EXPERIENCE

Digital Additive

Atlanta, GA

Agency Rotational Intern

June 2020 – August 2020

- Conceived strategic email marketing initiatives and campaigns for clients such as Carter's, Nordstrom Rack, Buffalo Wild Wings, and catered to clients' rapidly changing digital marketing and email marketing needs from strategic conception to e-mail development and A/B testing.
- Participated in client-facing meetings and weekly rotations with real client projects with each of the agency's teams (Account Services, Analytics, Operations, Campaign Development, and Strategy).
- Learned Salesforce Marketing Cloud, Hootsuite, Jira, Design Thinking principles, and account coordination best practices which cumulated in a cumulative internship project solving a real client's curbside pickup challenge amidst COVID.

Emory University Career Center

Atlanta, GA

Marketing and Design Intern

May 2020 – August 2020

- Created and defined 10+ department brand assets and visual identity resources in print and online aimed to best represent Emory's Career Center resulting in a reinvented sponsorship program that continues to attract in potential recruiters and additional funding for events and resources.
- Used Adobe InDesign and Illustrator for print and web design materials such as brochures, logos, social media assets, and marketing materials, all guided by a strategic reinvention of the Career Center's presence on campus.
- Offered a student perspective on programming and digital outreach supported by purposeful design and marketing.

Jazwares Inc.

Fort Lauderdale, FL

Marketing and Business Development Intern

May 2019 – August 2019

- Assembled brand sheets, catalogs, and brand licensing and marketing materials for 14+ toy brands and internal properties such as Nerf, Fortnite, Peppa Pig, and Angry Birds.
- Created two toy influencer campaigns using integrated marketing strategy to advertise emerging brands to targeted audiences on YouTube, Twitch, and other social media platforms, working closely with popular influencers.
- Designed 30+ logos, presentations, and graphic elements for internal events and toy fairs and expos using Adobe Illustrator, Photoshop, Xd, Premiere Pro, and After Effects.

THINK Magazine

Fort Lauderdale, FL

Graphic Designer & Advertising Assistant

May 2017 – October 2017

- Created six editions of a popular luxury lifestyle magazine for Broward and Palm Beach Counties with a team of creatives, resulting in new print ads and partnerships.
- Developed and designed compelling creative used throughout each edition to support advertisements in addition to copywriting for print, online distribution, and social media.

EDUCATION

Emory University, Goizueta Business School

Atlanta, GA

Bachelor of Business Administration, Strategy & Management Consulting, Marketing

May 2021

Cumulative GPA: 3.35/4.0

Relevant Courses and Interests: Brand Strategy, Design Thinking, Ideation, Marketing/Consulting Practicum

LEADERSHIP

TEDxEmory, *President, former Director of Marketing and Design*

August 2017 – May 2021

- Elected by peers to lead Emory's largest student-run organization, with 6 teams and 50+ members
- Organized and hosted one of the largest annual collegiate TEDx conferences in the US, engaging about 500 attendees annually and over 500 virtual attendees at our 2021 conference.
- Led a team of designers to create theme and brand identity materials for print and web and run integrated advertising campaigns for 5+ in-person and virtual events per semester tailored to audiences at Emory and the general public.

DESIGN & INTERESTS

Skills: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Xd), Figma & Sketch, Salesforce Marketing Cloud, Jira, Design Thinking, Ideation, Purpose Strategy

Interests: Graphic Design, Logo and Brand Identity Design Typography, UI/UX Design, Design Thinking, Motion Graphics, Layout Design, Web Design, Lottie