

ANDREA MCCOOL

ABOUT ME

I have a passion for being creative, for motivating people through various management skills, and learning new things. I thrive in situations where I have multiple responsibilities and pride myself on ensuring my work reflects that. I'm a firm believer that a positive attitude makes anything possible.

CONTACT



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REFERENCES

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EXPERIENCE

2019 - Present PENNSYLVANIA STATE UNIVERSITY

Art Director - Extension Marketing

Leads direct reports in the creative services unit focusing on design and production of extension marketing print and digital materials. Responsible for directing, creating, assigning, and tracking projects in various software, while working closely with copywriters, editors, designers, and the web team.

2012 - Present MCCOOL CREATIVE

Founder - Freelance Marketing and Design

Duties include creating visual concepts to communicating ideas that inspire, inform, or captivate consumers. Develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports. Have worked with various clients such as Centre County United Way, and the Miracle League of South Western PA.

2013 - 2019 FOREVER MEDIA, INC.

Interactive/Art Director

Responsible for all creative operations, including managing and supporting the team of designers, developing creative guidelines, and directing creative work; including print branding, large presentations, and websites. Directed the activities of subordinates to maintain the company's standards of creative excellence and timeliness, while achieving the company's goals.

2011 - 2013 P.A.M.P

Art Director

Managed jobs in the art production department by leading myself and others to successfully finished jobs. Personally spoke with clients to turn their ideas into finished products. Directed as well as designed and handled jobs for screen printing, offset, and embroidery pre-press processing.

SKILLS

Adobe Creative Suite

Microsoft office

Brand Development

Communication

Leadership

Time Management

Creativity

EDUCATION

PENNSYLVANIA COLLEGE OF TECHNOLOGY, WILLIAMSPORT, PA

Associate Of Applied Arts, Advertising Art
Bachelor Of Science, Graphic Design

PORTFOLIO

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