

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

JONATHAN ZIEGLER

Art Director

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Art Director

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Team Marketing Coordinator

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EXPERIENCE

2019 - Present PENNSYLVANIA STATE UNIVERSITY

Art Director - Extension Marketing

Provide creative leadership for Extension marketing initiatives, managing direct reports and overseeing the design and production of integrated print and digital materials. Direct project strategy, assignment, and tracking across multiple platforms while partnering closely with copywriters, editors, designers, and web teams to deliver cohesive, high-quality work.

2012 - 2020 MCCOOL CREATIVE

Founder - Freelance Marketing and Design

Develop visual concepts that communicate ideas which inspire, inform, and engage audiences. Design overall layout and production for advertisements, brochures, magazines, and corporate reports. Collaborate with a range of clients throughout Pennsylvania.

2013 - 2019 FOREVER MEDIA, INC.

Interactive/Art Director

Led all creative operations by managing and mentoring a team of designers, developing and enforcing creative guidelines, and directing creative work across print branding, presentations, and websites. Guided team activities to maintain high standards of quality and timeliness while meeting strategic business goals.

2011 - 2013 P.A.M.P

Art Director

Managed art production projects from concept through completion, managing both personal and team workloads to ensure successful delivery. Collaborated directly with clients to translate creative concepts into final products. Directed and executed work across screen printing, offset printing, embroidery, and pre-press production.

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

andreamccool.com