

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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JENNIFER BAIR

Art Director
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JOSLYN NEIDERER

Team Marketing Coordinator
Penn State Extension
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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	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Microsoft Office	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Brand Development	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Communication	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Leadership	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Time Management	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Creativity	<div style="width: 100%;"><div style="width: 100%;"></div></div>

EDUCATION

PENNSYLVANIA COLLEGE OF TECHNOLOGY, WILLIAMSPORT, PA
Associate Of Applied Arts, Advertising Art Bachelor Of Science, Graphic Design

PORTFOLIO
andreamccool.com