



RESUME WORK



TBWA



+1 437 239 7229

andrea@andreahull.com

A Canadian, British and South African citizen, I have spent extended periods of time in all three countries. These experiences have nurtured my love for Retail Marketing and the many, diverse ways people engage with retailers. I have an excellent and efficient omni channel approach and extensive experience in conceptualizing retail campaigns, directing photo shoots and client-facing presentations including but not limited to, fashion, decor and food. I have had the great pleasure of previously working for a wide range of internationally recognized agencies and brands, and an endless array of retail projects.

Work Experience

LCBO Toronto Digital Designer March 2021 - September 2023 Full Time Contract

Responsible for developing engaging and impactful designs for the LCBO, Ontario's world-class liquor retailer and wholesaler. Focused especially on bringing thematic promo creative to life on the LCBO's digital platforms.

Key responsibilities include:

- Provide visual designs and assets for the LCBO website, emails and advertising
- Translate creative briefs and wireframes into original, engaging, on-brand, stunning visuals
- Provide process development and project management support
- Review and recommend appropriate visual design solutions, layouts, photographs and illustrations
- Provide art direction to photographers, stylists, illustrators and typographers
- Assist with planning and pre-production preparation for digital photoshoots
- Build creative concepts, mock-ups and presentations while maintaining AODA compliance



- Develop motion graphics or animated video designs and manage production

Canadian Tire Toronto Digital Designer January 2020 - January 2021 Full Time Contract

- Developed content from conceptualization to execution for high-priority events and campaigns
- Was responsible for helping to establish and execute variety of omnichannel marketing creative including leading the look and feel of the company's content, executed multiple digital marketing campaigns across its web, email and social media platforms

Ngen Toronto Digital Designer August 2019 - December 2019 Full Time Contract

- Ngen was placed 229th out of 500 in Canada's fastest growing companies and 24th within the marketing and media category 2019
- Created identity designs, websites and general digital marketing

Ogilvy Cape Town Creative Director December 2018 - June 2019 Full Time Contract

Brand: Pep (clothing)

- Developed innovative retail concepts and designs
- Executed flawlessly from ideation to finished campaign
- Maintained and advanced client relationship by providing brand stewardship and vision
- Directed actionable concepts and ideas to the creative team

King James Cape Town & Johannesburg Associate Creative Director Dec 2016 - November 2018 Full Time Contract

Brands: 1st for Women (insurance), iStore (tech)

- Ideated brand retail campaigns and strategies
- Guided conceptual brainstorming and strategic planning

Brand: Pick 'n Pay (supermarket group)

- Redesigned the brand's visual identity
- Designed and positioned the photography direction for the Food & Fresh Range

TBWA/Open Co Johannesburg Retail Art Director / Designer March 2016 - November 2016 Freelance

Brands: Standard Bank, Bradlows (furniture), MTN (telecoms)

- Classic corporate identity and FMCG packaging development
- Improved agency's internal creative processes

M&C Saatchi Abel Johannesburg Associate Creative Director Oct 2015 - March 2016 Freelance

Brand: Edgars (clothing)

- Built and designed website pages, social media post and emailers
- Generated retail campaign concepts
- Created and improved internal systems and processes

Joe Public Johannesburg Associate Creative Director Jan 2014 - Jul 2014 Freelance

Brand: Jet (clothing)

- Redefined Jet as a modern, fashion-oriented family brand
- Art directed a range of print and digital campaigns from ideation to execution

Markham, TFG Group Cape Town Creative Design Manger Aug 2013 - Dec 2014 Permanent Postion Full Time

- Ideated and executed fashion campaigns, considerably raising the standard of creative work
- Collaborated with the visual merchandise and buying department, developed an extensive knowledge of the retail industry
- Managed a creative team of four.

99c Retail Advertising Agency Cape Town Senior Art Director Feb 2011 - July 2013 Permanent Postion Full Time

Brands: Ackermans, Shoe City, Jay Jays (clothing) and Checkers (supermarket group)

- Rebranded Ackermans and Shoe City
- Redesigned and updated the photography direction for the Checkers' catalogues

BBDO Cape Town Middle Weight Art Director Feb 2008 - Jan 2011 Permanent Postion Full Time

Brands: Ackermans, Hang Ten (clothing) and Parmalat (FMCG)

- Coordinate each campaign's photography, styling and production, streamlining processes to optimize creative production
- Mentor and assist junior art directors and copywriters

Hippocampus Design Studio Cape Town Graphic Designer Jul 2006 - Feb 2008 Permanent Postion Full Time**Virgin Active** Cape Town Art Director May 2003 Jun 2006 Permanent Postion Full Time**Education**

- Bachelor of Arts Honours degree in Graphic Design: Camberwell College of Art, London, United Kingdom
- Marketing Management diploma: Damelin, South Africa

Skills

- Creative direction: principal design direction, scheduling and budgeting, branding, strategy, photo shoots mood boards, technical instruction
- Design for e-commerce: email marketing, websites, online display banner ads, branded content, social media. Design for marketing: outdoor advertising, print advertising, content marketing, in-store, corporate identity, stationery, video editing
- Software: Adobe Creative Cloud, Microsoft Office

