

ANDREA HULL

Retail-Focused Graphic Designer/Art Director with ample international experience in **omnichannel marketing**. Seeking opportunities to deepen my commitment and enthusiasm for retail.

SOUTH AFRICA EXPERIENCE

Clients: **Ogilvy**, King James, **TBWA**, **M&C Saatchi**, **Wunderman** & Joe Public Cape Town/Johannesburg 2014 - 2019

Retail Sectors: Fashion, Decor, Food, Insurance, Tech, Telecoms

- Produced omnichannel retail campaigns for various high profile retailers.
- Led client briefings, strategic planning and conceptual brainstorming sessions through to campaign upload.
- Monitored marketing trends, technological advancements and best practices.
- Organised, budgeted and coordinated shoots, optimizing imagery for multiple platforms.

Markham, TFG Group Cape Town Aug 2013 - Dec 2014
(Premier men's fashion retailer, 325+ stores)

- **Over saw the day to day management of managed the internal creative team** of four designers/art directors.
- Gained a comprehensive understanding of retail operations.
- Accountable for the nationwide production roll out of campaigns

99c Advertising Agency Cape Town Feb 2011 - Jul 2013

Retail accounts: Ackermans (clothing, all ages), Shoe City (clothing, all ages), Jay Jays (clothing) and Checkers (supermarket group)

- **Developed campaign creative; original graphics**, in-store marketing materials and content for digital platforms. Ensuring brand uniformity across all platforms.
- Maintained a strong awareness of prevailing visual and cultural trends.

BDO Cape Town Feb 2008 - Jan 2011

Retail accounts: Ackermans (clothing, all ages) and Parmalat (FMCG Dairy product)

- Art directed and designed seasonal retail campaigns for in-store collateral, encompassing websites and social media platforms.
- Oversaw digital content production and post-production across various projects campaigns

Hippocampus Design Studio Cape Town Jul 2006 - Feb 2008

- Develop retail design expertise.

Virgin Active Cape Town May 2003 - Jun 2006

- Attained proficiency in retail branding and art direction.

CANADA EXPERIENCE

LCBO Toronto Mar 2021 - Sep 2023

As the **design lead overseeing LCBO's website** I held the responsibility for guiding the platform's creative direction, facilitating consistent collaboration with various LCBO marketing departments. Employing A/B Testing, Data Analytics & AODA compliances into our monthly campaigns lead to a significant reduction in the bounce rate to approximately 30%. Additionally, offered daily creative guidance to external production teams to ensure the fulfillment of the site's production needs.

Canadian Tire Toronto Jan 2020 - Jan 2021

Directed design strategies for key retail marketing initiatives, established guidelines for production artists, and managed diverse digital campaigns across web, mobile, email and social media. Collaborating with the Canadian Tire's Creative Department, we achieved a high average click-through rate (CTR) of around 7%. Additionally, provided mentor-ship to graphic designers, ensuring consistent design quality across projects.

Competencies

Omni Channel Execution
Mood boards &
Presentations
Research + Best Practice
AODA competent
AI Educated
Creative Cloud
Data Analytics
Marketing strategy
Marketing Analytics

Programmes

XD
Figma
After Effects
Premier Pro
Premier Rush
Indesign
Photoshop
Illustration
Adobe Firefly
MidJourney
Topaz Labs
Khroma
Bridge
Tello
Powerpoint
Excel

Education

BA Honors in Graphic Design
Camberwell College of Art London UK
Diploma in Marketing
Damlin College Cape Town RSA
Professional Certification UI Design
Brainstation Toronto

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