

# ANDREA HULL

Retail-Focused Graphic Designer/Art Director with 8+ years international experience in omnichannel marketing deliverables. Looking for opportunities to further focus on creative problem solving within an innovative retail environment.

## CANADA EXPERIENCE

### FULL TIME CONTRACTS 2020 - 2023

LCBO Toronto Digital Designer Full Time Contract Mar 2021 - Sep 2023 2 yrs 7 mos

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 Digital Designer Full Time Contract Jan 2020 - Jan 2021 1 yr

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.

## SOUTH AFRICA EXPERIENCE

### FREELANCE & FULL TIME CONTRACTS 2014 - 2019

Clients: Ogilvy, King James, TBWA, M&C Saatchi, Wunderman, Joe Public

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

- Created innovative omnichannel retail campaigns for various high profile retailers.
- Conducted client briefings, led strategic planning and steered conceptual brainstorming sessions through to campaign upload.
- Kept abreast of marketing trends across various competitors, including monitoring technological advancements and best practices to actively enhance our client's brand.
- Experienced in planning, budgeting and coordinating shoots optimizing imagery for multiple channels.

### PERMANENT FULL TIME POSITIONS 2014 - 2006

Markham, TFG Group Cape Town Creative Design Manger Aug 2013 - Dec 2014 Permanent Position Full Time 1 yr 4 mos

(The premier standalone men's fashion retail chain in Southern Africa, boasting over 325 stores bash.com/markham)

- Entrusted with the pivotal role of overseeing and providing effective leadership to the internal Creative Team of four designers and art directors.
- Engaged in close collaboration with the visual merchandise and buying department, including actively participating in buying sessions and collection development, fostering a deep understanding of the dynamics within the retail business.
- Our modest department diligently managed the nationwide production roll out of monthly marketing campaigns, ensuring uniformity and successful execution across 325 stores.

99c Advertising Agency Cape Town Senior Art Director Permanent Position Full Time Feb 2011 - Jul 2013 2 yrs 5 mos

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

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

BBDO Cape Town Junior - Middle Weight Art Director Permanent Position Full Time Feb 2008 - Jan 2011 2 yrs 11 mos

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

- 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 Graphic Designer Permanent Position Full Time Jul 2006 - Feb 2008 1 yr 7 mos

- Devoted significant effort to advancing my design skills within a retail environment.

Virgin Active Cape Town Junior Art Director Permanent Position Full Time May 2003 - Jun 2006 3 yrs 1 mos

- Gained valuable insights and knowledge in the field of branding

### contact

andrea@andreahull.com

437.239.7229

### portfolio & website:

**andreahull.com**

linkedin.com/in/andreajhull

@andreahulldotcom

based in downtown

Toronto, ON

### 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*

### 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

Bridge

Tello

Keynote

Powerpoint