

AND

ANDREA HULL

RETAIL DESIGNER &
ART DIRECTOR

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.

andrea@andreahull.com (437) 239-7229 andreahull.com

Digital designer, LCBO March 2021 - September 2022, Toronto

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
- Review and recommend appropriate visual design solutions, layouts, photographs and illustrations
- Provide art direction to photographers, stylists, illustrators and typographers
- Build creative concepts, mock-ups and presentations while maintaining AODA compliance
- Develop motion graphics or animated video designs and manage production

Canadian Tire March 2020 - December 2020, Toronto

- 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 Communications Toronto Canada August 2019 - November 2019, Toronto

- 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 August 2019 - November 2019, Cape Town

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 May 2018 - October 2018, Johannesburg

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

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

Wunderman February - March 2018, Johannesburg

Brand: Telkom (telecoms)

- Elevated the quality of various digital elements for campaigns
- Established a new art direction for the quarterly sales catalogues

King James August 2016 - May 2017, Cape Town

Brand: Pick 'n Pay (supermarket group)

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

Open Co (TBWA) March - June 2016, Johannesburg

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

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

M&C Saatchi Abel November 2015 - February 2016, Johannesburg

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 January 2015 - October 2015, Johannesburg

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 (clothing) August 2013 - December 2014, Cape Town

- 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 February 2011 - July 2013, Cape Town

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 February 2008 - January 2011, Cape Town

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

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, Keynote