

MARGRETT ANDREWS

Career Overview

My 20+ years as an Art Director/ Marketing Manager includes performing the duties and responsibilities as a manager and coordinator of all Advertising Media (conventional, digital and lenticular), TV/cable ads, Radio, Newspaper, Direct Mail, Digital and Conventional Signage, Seminars and Trade shows, Website content management, Social Media marketing and involvement in social networking through Chambers and other social events.

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Strengths

- Quality Leadership with compassion and attention to detail
- Self-Directed but also Team Player
- Research driven and problem solving skills
- Customer Service Oriented and Personable

◆ Marketing/Advertising Experience

Marketing Director, Foundation Recovery Systems; Moberly, MO — 2013 - 2016

- Created all marketing print material and print ads
- Worked with Media Consultant on TV ads
- Maintained website and Facebook page
- Managed \$800,000+ advertising budget and costs
- Created all in-house print material
- Organized 35+ trade shows per year
- Developed company branding (i.e.: clothing, vehicles, sales material etc.)
- Attended sponsorship and Chamber events as well as network training.

Accomplishments: *More than quadrupled FB likes, increased leads by 175%, created a consistent, more professional and recognizable brand across mediums.*

Director of Marketing / Vendor Relations, MacXprts; Columbia, MO — 2005 - 2013

- Created marketing material for main office as well as for 9 branch stores.
- Kept website content updated, created store subscriber mail and kept up with Facebook posts.
- Handled the advertising whether it was working with audio, video or print advertising and kept in store sales signage and digital signage current.
- Organized yearly Seminar held at MacWorld, which involved designing/shipping a booth, acquiring Apple Reps and Vendor Sponsors, handling the attendance and accommodations for attendees, and creating marketing material for the event.
- Set up accounts with major manufacturers in order to carry their products, recruiting consultants and vendors, and kept vendor/consultant information updated and accessible.

Accomplishments: *Created a three tiered sponsorship program to help recruit and reward vendors. Spokesperson for the company on the Paul Pepper Show.*

Art Director, PlayOff Football Cards; Arlington, TX — 1991 - 1995

- Managed computer generated design for Playoff collector football cards, packaging, company logos and letterhead designs, ad layouts, presentation materials and sales flyers.
- Worked directly with artists, separators and printers.
- Managed marketing for all CARDZ (non-sport collector cards) and card games Hyborian Gates and One-On-One Hockey Challenge. Created and organized Adventures in the Classroom.
- Collaborated with companies such as Hanna-Barbera and celebrities such as Julie Bell, the artist, and William Shatner.

Accomplishments: *Created the entire collector card set of "Playoff Contenders", including packaging and promotional advertising, and it was selected as the football card set of the year for 1994-95 by Sports Collectors Magazine.*

Art Director, Optigraphics Corporation; Arlington, TX — 1981 - 1991

- Graphic Designer and Art Director in charge of art production and final press production for lenticular animation/3D/conventional printing.
- Checked artwork sent in from multi-million dollar companies (i.e.: Kelloggs, Jello, Borden, Hallmark) to prepare it and check it for production readiness.
- Worked alongside the in-house photographers with the sets used in the 3D photo shoots.

Accomplishments: *Received several PIA awards. Created a line of Christian stickers, buttons etc. for a large Christian Publication company that ended up being reprinted for several years and generated a large revenue which helped to bring the company out of its original debt.*

Graphic Artist, Atlas Match Corporation; Arlington, TX — 1980 - 1981

- Paste-up and design for match book covers.

◆ **Computer Tech Experience**

Macintosh Computer Technician, Texas — 1995 - 2005

- Pursued an alternate career in Computer Technology. My experience went from computer sales to Apple Phone Support, and then to becoming a certified technician for two school districts.

Accomplishments: *Hired on as a contracted Apple Technician and then brought in-house as a Senior Apple tech in which I worked with the Software manager in creating, troubleshooting, and supporting the images/software programs for the entire school district. Put in charge of the entire school districts AR / Star Program integration from individual school servers to a main frame computer operated program.*

Education

A.A.A. Degree, Commercial Art & Advertising — 1980

Texas State Technical College - Waco, TX

High School Diploma — 1978

James Bowie High School - Arlington, TX,

Accomplishments: *Honor Society, Student Council, AFS, and Art club.*

Skills

Office Software: Word, Excel, Power Point, Outlook, Adobe PDF Pro

Desktop Publishing Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign

Apple Software: Pages, Numbers, Keynote, iMovie, Garageband

Proprietary company software: BizWiz

Networking: Chamber events: Trade Shows, Conventions, Seminars

References

Julie Fielding - 402-350-3456

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Daniel Buckley - 573-999-9558

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Digital Portfolio (older work up to 2013) -

www.magspage.com (Can provide samples of current work)