DREW ANDERSON

SENIOR GRAPHIC DESIGNER / PHOTOGRAPHER / CREATOR OF AWESOME

PORTFOLIO

drewanderson.design
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CONTACT

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EXPERIENCE

RevolutionParts
Sept 2017 - Present

Senior Graphic Designer - Frontend Developer
Develop concepts, designs and innovative ideas for digital, print, web & email marketing deliverables that reflect our companies marketing needs, that fit within our existing brand standards. Design creative digital deliverables that stand out in the market and that enrich our clients' experience with RevolutionParts.

Drew Anderson Design
Aug 1995 - Present

Freelance Graphic Designer - Photographer
Responsible for coordinating and producing a variety of graphics products and services for numerous clients big and small, providing graphic design and art direction for Branding and logo designs, Packaging, advertising, newsletters, report covers, annual reports, brochures, exhibit displays, websites, product and lifestyle photo shoots.

eVisit
Feb 2017 - Sept 2017

Creative Director
Creatively translate marketing team's objectives into clear and effective approaches. Implement and uphold brand development from conception through completion in all marketing projects. Design, present and develop web design, html email marketing campaigns and print material.

ClearDATA
Nov 2014 - Jan 2017

Senior Graphic Designer
Concepts, designs, develops, and executes multimedia marketing and image campaigns to effectively create, extend, and communicate the ClearDATA brand, improve public awareness, and promote programs both internally and externally.

Drew & Megan Photography
Jan 2009 - May 2013

Owner - Designer - Photographer
Worked individually with clients to develop a creative plan for photographs and albums. Photographed weddings, edited and retouched images and created album layout designs and thank-you card designs. Conception and design of company logos, marketing materials, website and blog, and branding. Maintained strong vendor, client and industry relationships to create a network of referrals and professional support. Submitted work and articles for publication in various magazines, blogs and websites. Coordinated, designed and managed trade show events. Implemented creative strategies for marketing and advertisements.

Rockford Corporation
2005 - 2009

Senior Graphic Designer - Photographer
Strategized with Marketing and Creative departments to develop Marketing and Advertising campaigns. Designed and created product packaging, magazine advertisements, logos, apparel, brochures, catalogs, and print collateral for all companies under Rockford Corporation. Directed and photographed multiple show vehicles for various magazine publications and print materials. Collaborated "press checks" with vendors for print and photography materials to ensure quality. Created processes to streamline projects while meeting deadlines and working within set budgets. Photographed product and events to build Rockford's current marketing approach and branding.

REFERENCES

James Windrow
SVP Demand Generation
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Patrick Ripley
Marketing Comm. Manager
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Bryatt Ficher
Marketing Director
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Zach Luke
Regional Sales Manager
T: 602-323-2655
E: zach.luke@rockfordcorp.com

EDUCATION

Marketo Certified Expert
2017

Northern Arizona University
1992 - 1994

Marcos De Niza High School
1988 - 1992

EXPERTISE

- Design
- Photography
- Web Design
- Video
- Marketing
- Photoshop
- Illustrator
- InDesign