

## education

COLUMBIA COLLEGE CHICAGO : '10  
BFA ADVERTISING ART DIRECTION,  
GRADUATED MAGNA CUM LAUDE

## software

ADOBE CREATIVE SUITE  
INDESIGN  
PHOTOSHOP  
ILLUSTRATOR  
AFTER EFFECTS  
ADOBE DIGITAL PUBLISHING SUITE

FINAL CUT PRO

## skills

ART DIRECTION  
DESIGN  
SOCIAL MEDIA  
MOTION GRAPHICS  
VIDEO EDITING

## honors

BRONZE REGGIE  
KRAFT FOODS  
BEST DTC CAMPAIGN  
JOHNSON AND JOHNSON  
WINNER IN THE 2010 BIG AD GIG

## experience

ZOCALO GROUP / CRITICAL MASS : ART DIRECTOR, JULY '16 - JULY '17  
Developed digital experiences and engaging social media campaigns from concept to execution for brands like ExxonMobil, Asics and Fruit Shoot. This included content creation across all social platforms in their immersive formats.

GEOMETRY GLOBAL : ART DIRECTOR, SEPT. '14 - JULY '16  
Created exciting activation programs for Mondelez snacks (Oreo, Sour Patch Kids, Ritz, BelVita, Trident, etc.), Kraft Foods and Hill's Pet Food. Including digital and in-store engagement.

FATHOM COMMUNICATIONS : ART DIRECTOR, MARCH '14 - SEPT. '14  
Embraced Fathom's creative culture from day one by "Going Deep". This means working hard and fast to produce ideas that cross all mediums, rapid-prototyping to discover what ideas work best and working in conjunction with our clients to produce work that's not only creative but satisfies the long-term goals. Working on In-Movement, a sub-division of LifeFitness, Hunter Fans and Navistar.

FCB : ART DIRECTOR, JAN. '11 - MARCH '14  
Conceptualized and created big ideas for Del Monte, Johnson and Johnson and new business opportunities. Worked in digital, print, TV and web. Additional work on Kmart, Cox Communications, S.C. Johnson, TD Bank and agency communications.

TBWA/CHIAT/DAY : FREELANCE ART DIRECTOR, NOV. '10  
Designed and conceptualized advertising campaigns primarily on Gatorade. Worked in print and TV for G Series Pro and G Series. Additional digital work on the 53rd Annual Grammy Awards.

MADDOCK DOUGLAS : CREATIVE AND VIDEO, JUNE '10 - SEPT. '10  
Designed logos and print advertising, filmed and edited video and created motion graphics. Projects in film was primarily executed for Maddock Douglas' web presence. Clients included Realtor, CNH, MDRT and internal work for Maddock Douglas.

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# andie bowers