



ANDREW ROSE – CURRICULUM VITAE

SUMMARY: Seasoned Creative Services Professional

Proven champion and executor of great ideas within agency, corporate and non-profit settings. Swiss-Army skill set. Exceptional breadth of creative services experience: excellent design AND writing skills; competent, inclusive, leader of creative teams; executional expertise in print, digital, presentation and broadcast media, strategic developer of successful brand strategies from both 'blank slate' and translating existing brand strategies to new spaces; strong collaborator as a leader or subordinate; assembler of capable talent.

HIGHLIGHTS

12/04 – present Chief Creative Officer, Hand/Eye Creative

- Consult on internal and external communications initiatives for *Fairview Health Services Senior Care, Home Health and Hospice Divisions*. – ongoing
- Advise and execute brand strategies for start-up and established wineries; *Spring Valley Vineyards, Va Piano Vineyards, Amavi Cellars, SYZYGY* and others. Design and produce packaging, signs, websites, labels, advertising, collateral. – ongoing
- Lead Designer on *Aveda* b2b quarterly marketing initiatives. – ongoing
- *Communications consultant for the Olseth Family Foundation and The Live Like Ally Foundation, including digital platforms content development and web site management.*
- Created new brand and consulted/implemented Marketing/Communications strategies for *Rise for Seniors*, a senior services navigation provider.
- Art Directed a series of teacher-directed activity sheets for *HeathPartners' YumPower* initiative, a healthy eating campaign targeting elementary school children.
- Designed packaging and materials for *Google's Chromebook* launch.
- Creative Director/Senior Designer/Strategist on team creating promotional shopper marketing campaigns for *Procter & Gamble* brands within retailer and b2b channels.
- Creative Director and marketing/advertising manager of *Erik's Bike Shop*, one of the nation's largest bicycle retail operations. Managed a staff of 4, department oversaw all print, broadcast & POP advertising, as well as retail merchandising. Relunched *eriksbikeshop.com* with more content and improved functionality and content manageability.
- Consulted on *US Forest Service/ University of Minnesota/Xcel Energy* tree care communications initiatives including the design of on-line training courses.
- Contracted to upgrade promotional collateral for *Gold'n Plump Chicken*, including newspaper inserts, instore shopper marketing campaigns and on-package promotions.
- Lead Creative for *Zafu Designs*, an e-commerce cushions and pillows retailer/manufacture. Created Brand Identity. Designed UX and managed technical development of customized e-commerce site. Produced packaging collateral, catalog and vehicle graphics.



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- Financial Services marketing communications consultant for *AEI Financial, Bremer Bank, US Bank, and John Ryan Performance Inc.*
- Contract Creative Director, *Vetta-Zelo Inc.*, a Minneapolis digital marketing agency
 - Designed brand identity and brand standards for the newly-created *PrivacyNow!* Internet security product. Led design team on marketing website for online subscription service.
 - Creative Directed writers and designers on *Summit Academy's* fund raising case statement.
 - UX design lead on mobile applications for *Caterpillar Paving*.
 - Designed trade show displays for *Caterpillar Paving*.
 - Creative lead and UX design for two law firms' websites.
 - Provided design and brand guidance on the creation of collateral for *One Energy*, a provider of wind energy solutions for medium sized manufacturing facilities.
 - Utilized Prezi presentation software to develop high-level marketing communications for a credit card transaction security product for *Intersections, Inc.*
 - Developed the information architecture for *Free Spirit Publishing's* online e-commerce site.

06/99 – 11/04 Designer/Art Director, John Ryan Company

- Collaborated with bank staff and internal teams to conceptualize, design and produce point-of-sale campaigns for large bank clients, including *Bank of America, Charter One Bank, Guaranty Federal* and the *Royal Bank of Canada*, among others.

1/96 – 5/99 Principal, Hand/Eye Creative

- Strategized and created marketing collateral to support a major *Delta Dental Plan of California* marketing initiative targeting dentists and their front-office staff.
- Created and implemented a paperless pledge process for *Gap Inc.'s* annual employee giving campaign for 85,000 employees world-wide, Charitable giving increased by 22%.
- Creative Directed and produced annual report for *Telegen*, a Silicon-Valley Tech start up.
- Developed and designed an identity for the *National Prostate Cancer Research Foundation's* 'Home Run Challenge' a fundraising initiative co-sponsored by Major League Baseball.
- Compiled, designed and published a soft-cover book of award-winning science lesson plans for a *Chevron Oil* community relations initiative.



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1/94 –1/96 Director, Children’s Miracle Network

- Identified, developed, wrote and produced story vignettes for live telethon broadcast supporting Oakland Children’s Hospital.
- Employed and managed an administrative staff of 2 as well as professional videographers, editors and producers.
- Contracted local television affiliate and on-air talent for telethon broadcast.

Education

Bachelor of Arts, Economics, 1986. (Minor in English)

University of Colorado.

Art Director Portfolio, 2002.

Brainco, Minneapolis School of Advertising

Technical Expertise

Graphic Design utilizing Adobe Creative Suite (Photoshop, Illustrator, Indesign, Dreamweaver). Wordpress development. UX design. Print Management. Writing skills.

Awards

The Show, Minneapolis. Gold. (advertising)

Ad Club of NY’s International Andy Award. Gold. (advertising)

San Francisco International Wine Competition. Gold Medal (wine labels).

Professional Associations/Leadership

Minnesota Interactive Marketing Association

Advertising Federation of Minnesota

Board of Directors, Live Like Ally Foundation