

# GREG ANDRESKI

CREATIVE DIRECTOR | BRAND MANAGER | DESIGN LEAD

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## PROFESSIONAL SUMMARY

Versatile and innovative Art Director, with 20+ years of experience translating brand vision into compelling visual narratives. Proven track record of delivering high-impact creative solutions across various platforms, from traditional print to digital media. Known for a strong creative vision and delivering impactful creative materials. Adept at leading cross-functional teams and collaborating with clients to bring artistic concepts to life. Keen eye for detail, strong strategic thinking, talent development, and a passion for pushing the boundaries of visual storytelling.

## AREAS OF EXPERTISE

- ▶ Creative Leadership
- ▶ Brand Development
- ▶ Team Leadership
- ▶ Creative Strategy
- ▶ Client Collaboration
- ▶ Innovation and Trends
- ▶ Project Management
- ▶ Creative Vision
- ▶ Graphic Design

## PROFESSIONAL EXPERIENCE

### SENIOR CREATIVE SERVICES MANAGER *(consultant)*

Greg Andreski Consulting Services  
June 2021 - Present

As a consultant, I seamlessly integrate into diverse projects, delivering high-quality results. Actively engaging in rewarding assignments, from brand overhauls to targeted marketing campaigns, showcases my adaptability and versatility. Positive client feedback underscores my unwavering commitment to excellence in every contract endeavor.

#### Elevance Health | Indianapolis, IN

- ▶ **Leadership and Vision:** Lead and guide marketing campaigns from inception to completion, effectively addressing client needs, ensuring projects keep within scope and on brand
- ▶ **Process Improvement:** Achieved a reduction in project cycle time by assessing and enhancing creative project management processes, identifying areas for efficiency gains, streamlining workflows, and implementing best practices
- ▶ **Brand Management:** Generate and sustain brand standards to ensure all print and digital initiatives are synergistic within the current promotions across all channels

#### Oticon Inc. | Somerset, NJ

- ▶ **Creative Strategy:** Planned and delivered strategic vision of B2B/B2C/B2B2C marketing communication through in-house and agency teams as part of the Marketing Leadership Team
- ▶ **Resource Management:** Effectively coordinated and managed print vendors, third-party logistics (3PL) warehouse services, photography/photo shoots, copywriters, and marketers to develop production schedules and logistics
- ▶ **Project Management and Execution:** Spearheaded the life cycle of brand campaigns, including briefs, scopes of work, project plans, bidding, budgeting, pre and post-production, asset delivery, and integrated campaign launches

#### Underwriters Laboratories | Northbrook, IL

- ▶ **Scope Management:** Attained high adherence to established communication by managing expectations, limiting scope creep, and maintaining open channels with stakeholders throughout the development/production process, ensuring transparency across the team
- ▶ **Risk Management:** Collaborated with stakeholders to gather requirements, devise solutions, and navigate potential obstacles, such as budget constraints, scheduling challenges, and resource availability to ensure client satisfaction and deadlines were met
- ▶ **Collaboration and Communication:** Managed the intake process, provided clear direction and timely feedback on assignments, while overseeing daily, weekly, and monthly technical and creative tasks that kept the marketing calendar on track and on budget

## CORE COMPETENCIES & ACHIEVEMENTS

### ✓ Art Direction

Lead a team of designers and copywriters in creating a new brand identity, resulting in a 40% increase in website traffic and a 20% increase in social media engagement.

### ✓ Creative Strategy

Developed and executed creative strategies for improving design and production processes, resulting in a 15% reduction in project delivery time and a 20% increase in team efficiency, while guaranteeing departmental accountability.

### ✓ Team Leadership

Fostered a highly communicative and collaborative team culture, while mentoring a diverse team of creatives, setting work plans, monitoring performance, and supporting their professional development; resulting in a 15% improvement in individual performance metrics, including project quality and efficiency.

### ✓ Vendor-Client Relations

Grew a qualified vendor pool from a few local companies to nationwide vendors, bringing new capabilities to the department as well as creating more competitive bidding resulting in an average of 20% cost savings.

## PROFESSIONAL EXPERIENCE *(cont.)*

## ART DIRECTOR

Oticon Inc. | Somerset, NJ

March 2016 - February 2021

- ▶ **Team Management and Mentorship:** Being the decision maker, mentor and sometimes teacher, I coached a team of designers in the strategic development of messages and deliverables while challenging their creativity
- ▶ **Brand Development and Consistency:** Streamlined brand management by establishing design guidelines and standards across all visual platforms and collateral in collaboration with the parent company
- ▶ **Financial Management:** Managed creative operations, printing, and marketing budgets, providing monthly P&L roll-up reporting to Leadership and Finance
- ▶ **Operational Management:** Streamlined creative marketing processes, reducing ad hoc requests; processes subsequently implemented throughout organization
- ▶ **Systems Implementation:** Led implementation of two project management systems (Workgroups DaVinci 2016; Workfront 2019) and automated design review and approval processes to align with FDA requirements

## CREATIVE SERVICES MANAGER

Oticon Inc. | Somerset, NJ

June 2010 - February 2016

- ▶ **Multi-channel Marketing:** Lead and contribute to ideation, creation, and delivery of digital and print media, including websites, emails, social media, and print collateral
- ▶ **Creative Execution:** Successfully executed creative briefs and provided innovative solutions, leading to a 95% project completion rate
- ▶ **Workflow Management:** Managed creative department's workflow by touching every project at key points in the project life cycle, anticipating business issues, identifying barriers and monitoring project demands to ensure short and long-term needs for project executions were met
- ▶ **Procurement:** Effectively managed all aspects of print buying, inventory control, distribution, and vendor relations, achieving a cost savings of 15% through effective budget management with printers and third-party vendors
- ▶ **Vendor Relations:** Managed vendor reliability, quality assurance, and performance to boost efficiency and profit, reduce stock levels and inventory costs, resulting in more profitable vendor relationships

## SENIOR GRAPHIC DESIGNER | CREATIVE SERVICES COORDINATOR

Oticon Inc. | Somerset, NJ

June 2002 - May 2010

- ▶ **Visual Direction:** Brainstormed and strategized with creative leads to help develop creative direction, focusing on the look and feel to bring the global brand strategy to life
- ▶ **Resource Management:** Prioritized work and resources across engagements, establishing fast-paced operations schedules to encourage high-volume production and reliable shipment times, liaising with freelance designers, product management, and external vendors
- ▶ **Digital Asset Management (DAM):** Developed a hierarchy and managed a library of 50,000+ art files, including photos, video, copy, drafts, mock-ups, and concepts
- ▶ **Production Expertise:** Served as the production expert on integrated marketing campaigns, working with cross-functional teams in a fast-paced environment; responsible for the execution of creative projects from beginning to end, including web design, printed marketing materials, direct mail, point of sale, and point of purchase

## PERSONAL STATEMENT

Passionate about leveraging the power of visual storytelling to create impactful and memorable brand experiences. Committed to staying at the forefront of design trends and emerging technologies, I approach each project with enthusiasm and a dedication to excellence. A creative problem solver, I thrive in challenging environments and am driven by a desire to exceed expectations and deliver exceptional results.

\* References available upon request.

## TECHNOLOGICAL SKILLS

## Adobe Creative Suite

## Digital Asset Management Systems

## Microsoft 365

## Print Design

## Print Production Process

## Project Management Tools

## Social Media

## Typography

## Workfront

## EDUCATION

Bachelor of Arts in Graphic Design  
Saint Vincent College, Latrobe, PA

## PORTFOLIO

gregandreski.com