

andrea elder

7516 S. 13th Pl
Phoenix, AZ 85042
773.569.0885
andrea@sheshebebe.net

clients

Milk
Kellogg's
Orville Redenbacher
Chicago Mercantile Exchange
Coors
Camel
Winston
Stella Artois
Sony
Slim Jim
USPS
Peppermint Records
Firepink Music
Make-A-Wish
Westgate
Intercontinental Hotels
Monterey Homes
Meritage Homes
Festival Foods
Metropolitan Market
Jensen's Finest Foods
Jerry's Foods
Scout Mortgage

experience

DW Green Co. | Phoenix, Arizona

Brand Director
October 2008 - present

- Create retail experiences that bring brand visions to life
- Lead development for digital activation programs
- Creative lead and go-to for all clients

Direct creative strategy for large-scale retail branding, developing design solutions and leading a team on end-to-end execution - ads, store signage, events, web - the works. Turn retail-as-usual into something less expected and create emotional connections between shoppers and brands. Realized I love retail and promotions more than I thought. Arizona? Not so much.

Martz Agency | Scottsdale, Arizona

Senior Art Director
July 2006 - July 2008

- Moved from retail and promotions to general advertising
- Directed video and multimedia projects

Left Draft FCB to try something new: endless sunshine. Moved from retail and promotions to general advertising, leading design direction for major real estate and resort clients. Concepted and art directed the sales video for Westgate Living, a single presentation stretching 30 feet wide and 3 feet tall.

Draft FCB | Chicago, Illinois

Senior Art Director 2003 to 2006 | Art Director 2001 to 2003

- Core member of new business team on successful pitches for Nokia, Milk, US Postal Service and Chicago Mercantile Exchange
- Won a National Gold Reggie Award for the "Milk your diet, lose weight" campaign

Created campaigns that spoke to beer-drinking men, popcorn-buying moms and buttoned-up investors. Won the Milk account with an idea that turned into the product's first national campaign since the mustache ads: "Milk your diet, lose weight." Dove into design maturity by managing day-to-day concepting and design for all promotions, including POP and web.

Got tapped to become senior art director on a new project - Body by Milk, Milk's first foray into the teen market.

KBA Marketing | Chicago, Illinois

Associate Art Director
1999 - 2001

- Designed experiential marketing campaign for Camel's bar program
- Built a foundation in all things agency: concepting, brainstorming, art direction

Did it all to break into the industry: keylining, concepting, vendor relations and a little project management. Launched a new brand for Camel, Exotic Blends. Learned how to think outside the layout, from concept through execution. Developed a passion for constant evolution. Got promoted to art director.

education

Kendall College of Art and Design | Grand Rapids, Michigan

B.F.A. in Illustration
Minor in Digital Media
1994-1999