



Andre Vriesman – Associate Creative Director

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Creative Team Leader ▪ Creative Critical Thinker ▪ Copy Lead

- **15 years of experience** crafting compelling brand stories that provoke, connect with audiences on a human level, and set companies apart in highly competitive markets.
- **Fortune 500 perspective** gained by creating solutions for renowned enterprises including Amazon, Starbucks, Microsoft, and University of Phoenix.
- **Left-and right-brain balance**, combining craft with customer-oriented strategy. Brings a richly analytical, problem-solving approach to the creative process.

Core Expertise

Integrated Campaign Development ▪ Traditional & Digital Marketing ▪ Copywriting & Content Production
Creative Direction ▪ New Product Launches ▪ Social Media / Display ▪ TV Campaigns & Production
Product Naming ▪ Repositioning & Rebrands ▪ Marketing to Internal Audiences ▪ Competitive Analysis
Executive-Level Presentations ▪ Student Coaching & Mentoring ▪ Ad Analysis and Optimization

Experience

University of Phoenix

ASSOCIATE CREATIVE DIRECTOR (Remote), February 2019 – Present

Creates, leads and implements digital marketing campaigns including national television, email, pre-roll video, targeted display ads, and strategic planning with senior leadership team.

Digital Kitchen

Seattle office of a national agency specializing in digital experiences and branding

ASSOCIATE CREATIVE DIRECTOR, April 2018 – December 2018

Creative lead and senior writer on accounts including Amazon & The Bill and Melinda Gates Foundation; works with the Creative Director to ensure the highest standards of concept, writing and visual communication across multifaceted digital experiences and marketing campaigns.

- **Alta Forest Rebrand:** Led a complete rebrand for Alta Forest Products, America's largest producer of cedar fencing and decking products. Rebrand included a new website, collateral and anthem video.
- **Amazon Prime Now:** Helped Amazon, the world's most customer-centric company, to create a creative animated video for their home page, reaching hundreds of thousands of customers.
- **Tableau Show Opener:** Created and led the design of a show opening sequence for Tableau Conference 2019, setting the stage for the appearance of Tableau's CEO before a crowd of thousands.

Wexley School for Girls

One of Seattle's most awarded full-service ad agencies

SENIOR COPYWRITER, 2014–2018 / **JUNIOR COPYWRITER**, 2011–2014

Lead copywriter at one of Seattle's most recognized agencies on numerous accounts and projects, including creative development from concept to execution; selling work through to decision makers at the highest levels of business; managing a junior level creative team; measuring and evaluating campaign performance; adapting to rapidly changing markets.

- **Creative:** Positioned the Virginia Mason Cancer Institute to contend in its market with 1/5 of the marketing budget of its competitors. Created a wide variety of creative advertising (TV, print, events, digital display campaigns). Campaign was so successful that it was run 2 years in a row, resulted in a Gold Seattle Addy win, and was shortlisted for *The One Show* Film Category.
- **Branding:** Overhauled an antiquated brand image and built a social media presence from scratch for 100-year old dairy producer, Darigold. Resulted in numerous Seattle Addy wins, a 6-year exclusive partnership, operational stability for Wexley, and increased CPG business.
- **Campaign Development:** Led a comprehensive retail campaign for work-wear icon, Carhartt. Resulted in a Silver award at the Seattle Addys, retailer requests to run the campaign a second year, repeat business from the client, and positioning for Wexley at the national level among big brands.
- **New Product Launch:** Conceptualized, wrote, and shot a series of TV ads for the launch of Wilson Tennis' new racket in just 2 weeks to meet an aggressive U.S. Open deadline. Resulted in the most successful racket launch for Wilson in years and unlocked the gateway to new business for the agency with Nike.
- **Experiential Marketing:** Created a playful event at Microsoft's Lync conference that delighted attendees and led to the best Lync Conference feedback ever, a Microsoft Marketing Excellence Award, and a solidified relationship between Wexley and the tech giant.
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VML & Publicis Groupe

Highly acclaimed advertising agencies with Fortune 500 corporate clients

FREELANCE COPYWRITER (Seattle based), 2009–2011

Created hard-hitting and credible copy to promote new products and expand customer share of wallet for the agencies' most coveted accounts.

- **Customer-Oriented Advertising:** Championed a new voice and feel for T-Mobile and created direct mail, email, SMS, and national news campaigns to drive customer acquisition and upsell to customer base.
- **Print Ad Development:** Developed numerous print ads for Chevrolet that passed through final decision maker approval (not aired due to reversal in strategy by Chevrolet).

Sedgwick Rd.

Seattle office of McCann Erickson, a global advertising agency

COPYWRITER, 2007–2009

Developed award-winning creative solutions spanning a variety of platforms, including TV, radio, print, outdoor and non-traditional, and experiential media. Clients spanned Fortune 500 clients such as AT&T to smaller accounts such as Seattle Storm (WNBA team).

- **Award-Winning Campaigns:** Contributed to numerous Seattle Addy wins for exceptional campaign execution with Redhook Ale Brewery and Group Health Cooperative—Washington State's largest healthcare provider.

Teaching Activity

School of Visual Concepts

Seattle-based vocational school, specializing in design, technology and marketing communication

INSTRUCTOR, COPYWRITING FOR ADVERTISING, January 2014 – May 2015

Groomed the advertising experts of tomorrow in the craft and strategy of copywriting.

- **Thought leadership, Coaching, & Mentoring:** Developed and delivered curricula covering the ingredients of exceptional marketing writing, the science of persuasion, web vs. print strategies, headline

development, skills for creating compelling content, and ideas to continually refine a copywriter's finesse. Provided one-on-one support and coaching to students as needed.

- **Teaching distinction:** Earned 'excellent' evaluation scores during the 3 semesters of teaching.

Education

Masters, Communications & Advertising ▪ 2006 ▪ Virginia Commonwealth University Brandcenter

Bachelors, English ▪ 2001 ▪ Oregon State University

Professional Accolades

Gold, Best of Show ▪ 2020 ▪ Seattle Addy Awards – Deschutes Brewery

Judge and Team Mentor ▪ 2018 ▪ National Student Advertising Competition

Certificate in Marketing Management ▪ Certificate program in Strategic Marketing Management
2011 ▪ University of Washington Foster School of Business