

# ANDREW RICHMOND

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## EXPERIENCE

### **CREATIVE DIRECTOR, BOOKSOURCE / ST. LOUIS, MO – 2013-PRESENT**

Guides all creative projects and is responsible for the overall quality of work produced by the creative department. Manages projects from concept to completion and translates marketing objectives into creative strategies to meet objectives. Leads and directs the creative staff in the production of all advertising and marketing collateral, and ensures that visual communication standards are met across various media. Meets with clients or upper management to explain campaign strategies and solutions. Monitors trends in design and appropriately applies knowledge and experience to increase effectiveness in the market. Ensures growth opportunities for individual team members. Develops process driven systems and manages all projects timelines and budgets. Responsible for maintaining proper processes and creating new ones to increase productivity and workflow.

### **TRAFFIC AND PRODUCTION MANAGER, EXPRESS SCRIPTS / ST. LOUIS, MO – 2010-2013**

Provided a single first point of contact for all creative requests. Reviewed strategy briefs for relevance and accuracy. Assigned creative responsibilities and scheduled kick-off meetings with clients. Composed and maintained creative and production timelines. Solicited estimates from multiple suitable vendors. Prepped artwork for vendors and facilitated the proof review process. Attended press checks as necessary. Ensured the delivery of all projects by acquiring tracking numbers, delivery confirmation and USPS 3600 forms. Managed the archiving of vendor final files. Implemented a web-based project management tool for tracking projects throughout the creative process. Established and maintained a physical sample library. Overlooked the purchase and installation of an updated server and RAID system. Took responsibility for housekeeping and organization of electronic files housed on the server.

### **PRODUCTION MANAGER AND ARTIST, PARADOWSKI CREATIVE / ST. LOUIS, MO – 2008-2010**

Provided production-related consultation for team members. Prepared specifications, selected vendors per project parameters, composed estimates and made recommendations based on cost, time and best production practices. Established and maintained production schedules. Prepped artwork for vendors using InDesign and Illustrator. Facilitated the proof review process and attended press checks as necessary. Ensured the delivery of all projects by acquiring tracking numbers, delivery confirmation and USPS 3600 forms. Managed the archiving of vendor final files.

### **ENGLISH INSTRUCTOR, INTERBORO INSTITUTE / NEW YORK, NY – 2007-2008**

Developmental Reading and Writing and English 101.

### **POST-PRODUCTION ARTIST, MAYO STUDIO / LONG ISLAND CITY, NY – 2005-2008**

Carried out post-production work in Adobe Photoshop, involving extensive manipulation of photographic images, color correction, composition, color control and special effects. Implemented a range of creative solutions directly with art directors and clients to get the desired aesthetic look and requirement within a

budget. Worked consistently with up to 500 images at a time, handling several assignments at once in an organized and fast paced environment. Continued experience as a Digital Assistant and Photographer.

**DIGITAL ASSISTANT AND PHOTOGRAPHER, QUAD PHOTO / NEW YORK, NY – 2003-2005**

Trained in lighting techniques, styling, and set building. Provided on-site and network support for digital cameras, computers, software and proofing devices. Developed and maintained shoot schedules, job/component tracking and production manuals. Managed files, color profiles, file conversions and file transfer technology. Prepared content for print. Administered digital assembly, retouching, color manipulation, silhouetting and special effects.

**PLANT SCHEDULER, QUAD GRAPHICS / THOMASTON, GA – 2002-2003**

Focused my talents as a Plant Scheduler, facilitating the Press, Finishing, and Imaging operations within Thomaston's cutting edge printing facility. Managed and alleviated a variety of common print production problems within operations, including production bottlenecks, shortages of intermediate materials, capacity balancing, efficient sequencing and scheduling preventative maintenance.

**CORPORATE TRAINEE, QUAD GRAPHICS / MILWAUKEE, WI – 2000-2002**

Performed as a full member of manufacturing in Press, Finishing and Imaging environments, working 12-hour shifts including day, night, weekend and overtime hours. Advanced into administrative roles, communicating directly with clients in manufacturing plants and sales offices in major cities across the United States. Training roles included Customer Service, Estimating and Scheduling.

**EDUCATION**

**MFA IN CREATIVE WRITING, THE NEW SCHOOL / NEW YORK, NY – 2007**

New School Scholarship Recipient.

**BA IN GRAPHIC ARTS TECHNOLOGY-MANAGEMENT, UCM / WARRENSBURG, MO – 2000**

President's Scholarship Recipient. Community Scholarship Recipient. Member of TAGA, KC Craftsmen's Club and Central Community Leaders. Graduated Cum Laude. Studied Graphic Arts Communication-Management for two semesters in the UK.