



ANDREW GUISGAND

(586) 321-1036 | Mount Clemens MI, 48043

Objective

Experienced professional looking to improve production systems that will enhance work flow and productivity. Able to collaborate with other designers and copywriters to provide an effective final product. Proficient at managing multiple tasks simultaneously and producing content on demand.

Experience

Leo Burnett / Production Artist – November 2017 - Present

I work directly with Buick and GMC on monthly OLA campaigns. I have also worked with the UI/UX team on developing client review site material and built component maps to articulate site functionality for the development team. I also built multiple tools for team development on new software and held training courses for improving companywide implementation.

Andysignart.com / Freelance Artist – October 2001 - Present

I improve communication through direct marketing, advertising and event management. I help clients drive sales growth with PR, social media, multimedia production, broadcast, research and strategic planning. I manage several websites, dozens of social media tools, and an FTP server.

Campbell-Ewald / Experiential Marketing February 2011 – May 2011

I was an exhibit support driver for OnStar. Our team traveled to Washington DC, Detroit, Columbus, and Cleveland Ohio promoting the 2011 Push Onstar sweepstakes.

Campbell-Ewald / Social Communications Internship June – August 2008

I worked directly with the former Director of Interactive Experience Dave Linabury. I researched and focused on brand image in social media with clients like OnStar, Carhartt, Chevy and many other accounts. I also worked with a partner to create a presentation for senior management on establishing better relationships with perspective employees for the agency.

Education

College For Creative Studies – 2017

Bachelor of Fine Arts

Program: Advertising Design

Macomb Community College – 2013

Associate of Applied Science

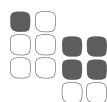
Program: Design and Layout

Skills

Graphic design, Illustration, paint, photography, videography, web design

Adobe Premier, After Effects, Audition, Indesign, Dreamweaver, Illustrator, Photoshop, Muse

Avid, Cubase, Final Cut, HTML, CSS, Javascript, FTP Management, Google analytics



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