

# DREW ANDERSON

GRAPHIC DESIGNER / PHOTOGRAPHER / CREATOR OF AWESOME



## PORTFOLIO

 [drewanderson.design](http://drewanderson.design)  
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## CONTACT

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## EXPERIENCE

### eVisit

Feb 2017 - Present

#### *Creative Director*

Creatively translate marketing team's objectives into clear and effective approaches. Implement and uphold brand development from conception through completion in all marketing projects. Design, present and develop web design, html email marketing campaigns and print material.

### Drew Anderson Design

Aug 1995 - Present

#### *Freelance Graphic Designer - Photographer*

Responsible for coordinating and producing a variety of graphics products and services for numerous clients big and small, providing graphic design and art direction for Branding and logo designs, Packaging, advertising, newsletters, report covers, annual reports, brochures, exhibit displays, websites, product and lifestyle photo shoots.

### ClearDATA

Nov 2014 - Jan 2017

#### *Senior Graphic Designer*

Concepts, designs, develops, and executes multimedia marketing and image campaigns to effectively create, extend, and communicate the ClearDATA brand, improve public awareness, and promote programs both internally and externally.

### Drew & Megan Photography

Jan 2009 - May 2013

#### *Owner - Designer - Photographer*

Worked individually with clients to develop a creative plan for photographs and albums. Photographed weddings, edited and retouched images and created album layout designs and thank-you card designs. Conception and design of company logos, marketing materials, website and blog, and branding. Maintained strong vendor, client and industry relationships to create a network of referrals and professional support. Submitted work and articles for publication in various magazines, blogs and websites. Coordinated, designed and managed trade show events. Implemented creative strategies for marketing and advertisements.

### Rockford Corporation

2005 - 2009

#### *Senior Graphic Designer - Photographer*

Strategized with Marketing and Creative departments to develop Marketing and Advertising campaigns. Designed and created product packaging, magazine advertisements, logos, apparel, brochures, catalogs, and print collateral for all companies under Rockford Corporation. Directed and photographed multiple show vehicles for various magazine publications and print materials. Collaborated "press checks" with vendors for print and photography materials to ensure quality. Created processes to streamline projects while meeting deadlines and working within set budgets. Photographed product and events to build Rockford's current marketing approach and branding.

### Canyon Communications, Inc.

2004 - 2005

#### *Senior Graphic Designer*

Created and designed logos/branding and brochure layouts for various clients contracted through Canyon Communications. Designed and produced multiple magazine covers and advertisements. Operated as part of a team of designers to assist in developing creative approaches to successfully market both Canyon Communications and their clientele. Worked with clientele to develop a vision for their advertisement campaign.

## REFERENCES

### James Windrow

SVP Demand Generation

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### Bryatt Ficher

Marketing Director

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### Patrick Ripley

Marketing Comm. Manager

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### Zach Luke

Regional Sales Manager

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## EDUCATION

### Marketo Certified Expert

2017

### Northern Arizona University

1992 - 1994

### Marcos De Niza High School

1988 - 1992

## EXPERTISE

Design	████████████████████
Photography	████████████████████
Web Design	████████████████████
Video	████████████████████
Marketing	████████████████████
Photoshop	████████████████████
Illustrator	████████████████████
InDesign	████████████████████