

Andrew Cull

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Objective

Passionate and versatile creative specializing in art direction, and visual storytelling. Dedicated to crafting innovative and impactful campaigns that bridge design and strategy. Seeking opportunities to collaborate with forward-thinking teams where I can apply my multidisciplinary skill set to produce meaningful, engaging experiences across diverse media.

Work Experience

Poly Tech Talent – Junior Art Director / Designer
1920 Yonge St, 2nd Floor, Toronto

January 2020 – Present

- Develop creative elements for internal social media campaigns.
- Create illustrations, motion graphics, presentations, and websites to support client projects.
- Develop client communications, and brand identities that resonate with the target audience.

Loohoo – Advertising Lead / Designer
1380 Queen St W, Toronto

October 2024 – January 2025

- Collected and evaluated data about the target market to inform content strategy and optimize campaign effectiveness.
- Conceptualized and created high-performing social media posts, resulting in increased engagement and follower growth.
- Built detailed timelines and posting schedules to ensure consistency and maximize reach.
- Analyzed metrics to refine content strategy and improve campaign effectiveness.

The Neighbourhood Market – Junior Art Director / Designer

May 2024 – August 2024

- Researched and assessed target audience insights to develop a new content strategy and improve existing campaign outcomes.
- Performed a comprehensive brand redesign, creating a modern and cohesive identity.
- Developed and launched a new initiative, aligning strategy with client objectives.
- Conceptualized, planned, and executed successful adult crafting classes.

Education

OCAD University, Bachelor of Design in Advertising, September 2021 - May 2025

Recognition

OCAD University Dean's Honours List 2021 - present

Skills

- Proficient in Excel, PowerPoint, and MS Word.
- Proficient in Adobe Photoshop and Illustrator.

References available upon request.



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