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# Andrew Cull

Multidisciplinary art director and visual storyteller passionate about concept-driven design, creativity, and developing results-driven content. Seeking an opportunity to contribute, generate some big ideas, push boundaries and collaborate with a forward-thinking team.





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## WORK EXPERIENCE




Poly Tech Talent – Junior Art Director / Designer  
January 2020 – Present, 1920 Yonge St, 2<sup>nd</sup> Floor, Toronto

-  Develop internal and client branding and creative campaigns across digital, social and print.
-  Create logos, illustrations, motion graphics, presentations, social posts and websites.
-  Innovate by developing content to build unique brand identities for internal and client campaigns to engage the target audience.

Loohoo – Advertising Lead / Designer  
October 2024 – January 2025, 1380 Queen St W, Toronto

-  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 – 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.




## EDUCATION

OCAD University,  
Honours Bachelor of Design in  
Advertising, Deans' List, 2025

## AWARDS

OCADU Paul Stephens Memorial  
Award for Excellence in Typography in  
Advertising - 2025

## SKILLS

-  Adobe Creative Suite: Photoshop, Illustrator, InDesign
-  Motion Graphics (After Effects, Premiere)
-  Microsoft Office (Word, Excel, PowerPoint)

## PORTFOLIO

[andrewcull.cargo.site](https://andrewcull.cargo.site)

References available upon request.