

A\MC

Andrew
McClellan

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I've worked with leading global consumer brands, Fortune 500 companies, government agencies, and non-governmental organizations. I manage and direct brand and rebrand initiatives, communications strategies (internal and external), and large-scale omni-channel marketing campaigns, as well as the creation of content and experiences for; digital, mobile, tablet, social, email, podcasts, out-of-home, experiential and events.

I help C-Suite executives combine creative and strategic thinking w/ business strategy, and industry-leading organizations develop technically comprehensive marketing campaigns. I'm well versed at leading cross-functional teams, nationally and abroad, to implement brand strategies. Additionally, I lead and direct creative teams, contractors, vendors (including: content producers, designers, user experience architects, copywriters, videographers, motion graphic artists, animators, photographers, etc.), and other agency partners.

As a skilled communicator and presenter, I use visual and narrative storytelling to convey ideas and concepts. I focus on providing brand, strategy, communications, digital, product and services as one collective experience. Leveraging research, analytics, psychology and anthropology – I develop strategies based on insights that create relevance and enhance the overall brand experiences.

I take great pride in cultivating high performing teams, fostering creative talent, and building relationships. I'm comfortable moving seamlessly between creative and business. I manage and grow client relationships and am at home directing engagements of all sizes and scale. I have experience working with clients across nearly every vertical and industry, as well as leading and participating in business planning and pitching efforts.

I feel fortunate to have the stories and experiences from working with so many interesting clients. A sampling of the brands I've worked with include:



SKILLS, TECHNICAL TOOLS AND FAMILIAR TECHNOLOGIES

Leadership, Strategy and Direction

Brand Strategy and Development
Customer Experience
Research & Insights
Digital Strategy, Marketing
Content Marketing
Messaging & Communications
Copywriting & Editorial
Presentation Design
Digital & Traditional Advertising
Social Media Strategy/Creative
Creative Direction
User Centered Design
Brand Guidelines
Design Thinking
Art Direction
Creative Design
Identity Design
Event Planning and Marketing
Experiential Design
Video & Production
Motion Graphics
InfoGraphics

Customer Experience, UX Design, and Research

Personas
User Journeys
Wireframes
User Testing
Card Sorting
Experience Design
Personalization
eCommerce
Prototypes
Responsive Design
Mobile Apps
eCommerce Design
Information Architecture
Visual Design
User Interface
Component libraries
Pattern Libraries
Design Systems

Technical Tools

Microsoft Office Suite
Microsoft Word
PowerPoint
Excel
Keynote
Adobe Creative Cloud Suite
Adobe Photoshop
Adobe XD
Illustrator
After Effects
Premiere
Media Encoder
Sketch
InVision
Axure
Figma

Soft Skills

Leadership
Cross-Discipline Collaboration
Communication
Storytelling (Visual and Narrative)
Presentation Skills
Organic & New Business Development
Client Relationship Management
Team Building & Mentoring
Relationship Building
Partnerships
Consensus Building
Process Improvement
Complex Budget Management
Work Prioritization
Resource Allocation

Familiar Technologies

Adobe Experience Manager
Episerver
IBM Digital Experience Manager
Insite
Magento
Marketo
Microsoft Azure
Salesforce
Sitecore
Xamarin
HTML/HTML5
CSS
JavaScript
Development and Coding Concepts

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EXPERIENCE

Perficient Digital
Managing Director of Brand Experience
& Executive Creative Director
2018 – 2019

FleishmanHillard
Senior Vice President
& Creative Director
2007 – 2018

**Corcoran School of the
Arts and Design at
The George Washington
University**
Adjunct Professor
2005 – 2007

Wood Street
Partner & Creative Director
2003 – 2006

Shepherd University
Adjunct Professor
2003 – 2005

Andmac Studios
President
2001 – 2003

Sandbox
Art Director
2000 – 2001

EDUCATION & TRAINING

Harvard Business School Executive Education
Leadership in Today's Digital Age
2017

American University
Masters Coursework in Film Production and Writing
2009 – 2011

Shepherd University
Bachelor of Fine Arts in Design, Visual Arts and New Media
2000

INDUSTRY AWARDS

I have produced numerous national and international award-winning campaigns. My work has been published in major industry magazines, publications, and social media blogs, and I'm the proud recipient of awards from the following institutions and organizations:



HIGHLIGHTS

Created Well-Traveled with AAA, a travel podcast featuring travel experts around the world, including Celine Cousteau – discussing regional customs, local secrets, and tourism's impact on sustainability. The podcast maintains a 4.7 out of 5 rating, achieving 5,635 downloads in first 3 months.

Oversaw \$9.2M in brand experience business for Perficient Digital. Responsible for go-to-market strategy for brand experience, user experience and content marketing. Performed market analysis, competitive assessment, sales and delivery readiness, and capability piloting.

Developed Samsung's Vision for Tomorrow thought leadership brand, messaging, and communications strategy. Pitched, planned and executed multiple digital and social campaigns addressing CSR and policy issues such as IoT, cyber security, government, safety, smart health, environment, and education. Also, created @SamsungDC on Twitter with currently +2,500 followers and was trending in the D.C. area on the day of the event, second only to LeBron James' #TeaLizard.

Launched Hallmark's Signature card line, including a pop-up shop in NYC during Fashion Week generating 640M impressions, encouraging 1.9M consumer actions, creating 138,611 earned and owned social post engagements, driving 250,000+ unique visitors to the brand site in five months. The campaign also included a celebrity launch party and a branded unconventional challenge on Lifetime's Project Runway TV show.

Creative Director for Hallmark's 12 Gifts-A-Giving campaign for the holiday season. Leveraging 12 straight days of holiday deals, the campaign generated 160M+ impressions and exceeded sales goals by 113%. Earned social and paid media goals were also surpassed by 220% and 67% respectively, growing Hallmark's owned channels by 18%. Additionally, we secured 160,000 emails and received 283,000 sweepstake entries.

Traveled to London, Switzerland, NY, and Kansas City to initiate the creative integration practice throughout FleishmanHillard.

Worked with Saudi Aramco to develop the Accelerated Transformation Program (ATP) to help them achieve their 2020 Strategic Intent. The ATP change management communications plan has 4 pillars comprised of 15 initiatives, each focusing on a specific strategy helping them shift how they approach business and how their business functions. This was the basis for training over 250 managers across the organization and in global locations where the company does business.

Helped launch BGov, Bloomberg's government affairs and contracting tool providing news and analysis, data and expert insights. In doing so, restarted a trend – creating branded experiences at Union Station in Washington D.C. Over 6 months, the campaign built awareness and positioning of BGOV with target audiences, increasing qualified sales leads, while reducing the average cost per lead by 50%. The campaign achieved a 12-fold increase in site visits and improved volume of page views 5x.

Created, developed and launched Admongo, an edutainment game teaching kids advertising literacy. In partnership with the FTC and Scholastic, Admongo was integrated into middle school curriculums across the country, reaching 100,000 teachers and millions of kids. Admongo garnered over 180M impressions, including appearances on The New York Times, the Today Show, NPR, Good Housekeeping, The Chicago Tribune, as well as other local and regional media outlets.

Traveled the country interviewing first responders from Katrina, 9/11, and the Oklahoma City bombing – creating a national registration program enlisting 49 out of 62 states and territories, accounting for more than 148,000 health professionals.

Successfully pitched creative to Michael Jordan's marketing team. Creative Director for Gatorade's social campaign celebrating MJ's hall of fame induction – officially settling the debate of the best MJ moment ever!

Worked with John Hopkins University in partnership with the President's Malaria Initiative on a campaign to acquire funding to distribute medications with the ability to save +10,000 lives.

Worked on the groundbreaking, launch, and opening of King Abdullah University of Science and Technology (KAUST), an international graduate-level university on the shores of the Red Sea in Saudi Arabia. We set KAUST apart as a leader and innovator before the doors even opened. The KAUST site received over 2M visits in its first year alone, winning the Pan Arab Web Award for Best Strategic Education Portal.

References available upon request