

Andrew Sadowski is a director of visual solutions and an end-to-end designer.

5+ years of directing creative solution conceptualization and implementation. Andrew leads projects from ideation through to execution with a consultative and collaborative mindset. His research informs visual decisions and his processes enhance efficiency with a focus on ROI.

In addition, Andrew has 10+ years experience as a hands on creator. He leverages his noted skills to inform and produce on-target deliverables in support of project initiatives.

Andrew Sadowski – Collegetown, PA

drew@drewdrewit.com [in /drewsadow](https://www.linkedin.com/in/drewsadow) www.drewdrewit.com

Work Experience

iPipeline | Exton, PA | 10/2013 - 12/2021

Senior Manager of Creative Services (01/2018 - 12/2021)

Management, prioritization, oversight, and execution of visual solution projects for a variety of marketing initiatives in support of SaaS product lines and a digital B2B footprint.

Accomplishments include:

- Design, development, and implementation of a custom built project management tool used to align priorities, track investment, create set-back schedules, increase efficiencies, and report analytics to departmental leadership.
- Oversight of in-house creative talent acquisition, playing an integral role in retention and career growth.
- Realignment of corporate email strategy, resulting in a 20% reduction in bounce rate, and a click rate increase of more than 15%.
- Front-end design, content management, maintenance, and enhancement of North American corporate websites.
- Evolution and modernization of event branding for the corporate annual user conference.

Marketing initiative mediums include:

- Email marketing, customer journeys, launch kits, product slicks, datasheets, whitepapers, case studies, video messaging, sales battlecards, executive thought leadership campaigns, social media, webcasts, and podcasts.

Services include:

- Consultation to, and collaboration with senior leadership on design strategy, direction, and processes.
- Management of creative investment from direct reports, agencies, and 3rd party contributors in support of corporate and cross-departmental needs.
- Establishment and execution of visual aesthetic for corporate email messaging, social media presence, annual user conference, and physical/virtual events participation.
- Development and oversight of corporate brand presence across all external marketing channels, as well as internal company resources with special attention to the cultivation of, and adherence to consistency.
- Development and oversight of product and platform branding, promotional campaigns, C-suite / sales rep presentations, and their corresponding digital presence within North American websites.
- Drive team meetings and brainstorming sessions for the launch of new or re-designed marketing initiatives, with focus on the conceptualization of customer experience, messaging tone, and end-to-end journeys.

Manager of Creative Services (01/2016 - 01/2018)

Accomplishments include:

- Direct implementation of pre-service discovery methodology to ensure alignment between requests and corporate needs, resulting in an annual 10% increase in delivery efficiency of creative assets.
- Development of outsource support via external agencies, enabling increased ability to meet turnaround needs during periods of high volume requests.
- Direction, production and presentation of weekly company news video series, which displayed via internal video network.

Andrew Sadowski – Creative Solutions Leader

drew@drewdrewit.com [in /drewsadow](https://www.linkedin.com/in/drewsadow) www.drewdrewit.com

Work Experience Continued

- Re-design of company recruitment campaign strategy, including targeted persona messaging, social media presence, print-based advertisement, and collateral.
- Audio production and digital promotion of monthly podcast in collaboration with VP of Sales Operations, highlighting company contributions to industry innovation.
- Becoming a trusted 'go-to' individual for senior and departmental leadership on digital / visual solutions consultation, implementation, and delivery.

Services include:

- Mentor junior creatives with skill sets ranging from beginner / intermediate on best practice and internal processes, to encourage professional growth.
- Production and oversight of templated corporate product sales presentations, to address departmental leadership concerns of scalability.
- Consultation to, and collaboration with senior leadership on design strategy for the development of C-suite presentations.
- Management of marketing email graphics, layout, and development hand-off.
- Ensure the organization and naming conventions for all creative assets to assist in a seamless hand-off between cross-functional teams.
- Partner with product managers and designers to invent new paradigms for the display of data and information.

Senior Graphic Designer (10/2013 - 01/2016)

Accomplishments and services include:

- Re-design of corporate overview and sales presentation decks.
- Design and implementation of visual graphics for North American website.
- Creation of email graphics, formulation of layout, and HTML / CSS coding.
- Brand standardization charge, including maintenance of all branded sales enablement collateral and assets.
- Production of product sales slicks and battlecards.
- Production of all digital and print-based collateral for annual user conference, as well as all externally sponsored / attended industry events.

CREATiVENESS | Coatesville, PA | 01/2010 - 10/2013

Graphic Designer

In-house provider of corporate brand identity conceptualization, graphic design, and web-based visual solutions accommodating desktop and mobile devices for both the agency and its clients from various business industries.

Accomplishments and services include:

- Direct interface with individuals of varied seniority level in regard to services and deliverables rendered on behalf of the agency.
- Corporate logo, brand standard guidelines, color palette guidelines, business cards, and letterhead conceptualization and design for various industry related agency clients.
- Design and development of pure HTML, CSS, and JavaScript based website as proof that animation and elevated user engagement are feasible without the use of Flash.
- High end photography retouching in support of professional modeling shoots.
- Content and visual element support for multiple company websites.

Freelance Engagements | Collegeville, PA | 07/2010 - Present

Graphic Designer / Website Designer & Developer / Visual Strategy Consultant

Contract based provider of visual solution strategies in support of branding, brand promotion, identity, product packaging, email messaging, social media presence, video production, sales enablement, and events to individuals, specialty groups, start-ups, small companies, established organizations, and agencies.

Profile

- Digital design expert with 10+ years of production and direction experience
- Resource and talent director with 5+ years of leadership
- In-depth experience within the B2B marketing arena
- Exceptional communicator focusing on the simplification of complexity
- Entrepreneurial mindset with experience providing digital solutions to start-ups
- Hands-on designer
- 8+ years front-end dev exp.

Notable Skills

- Art Direction
- Digital / Graphic Design
- Team Leadership
- Collaboration / Consultation
- Information Visualization
- Adobe Creative Suite
- MS Office Suite
- Automation / CRM
- Prezi Presentation Software
- Pre-Print Production
- Most Popular CMSs

Education

The Art Institute of Philadelphia
Philadelphia, PA
Bachelor of Art, Graphic Design
Graduated 2010

University of Pittsburgh
Oakland, PA
Bachelor of Science, Psychology
Graduated 2002

Certifications

- HubSpot Marketing Software

Outside of Work

- Family time
- Golfing, hiking, being active
- Live music
- Avid Pittsburgh sports fan