

ANDREW HARRIS

CREATIVE DIRECTOR

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A visionary and strategic creative director with two decades of experience crafting compelling content across all channels and driving brand initiatives. Recognized for consistently securing new business through satisfied client referrals and a proven track record of successful pitches. Esteemed for agency adaptability, positive energy, and a collaborative approach.

- SKILLS**
- Creative Direction
 - Creative & Content Strategy
 - Brand Positioning
 - Copywriting
 - Video Production
 - Brainstorms & Concepts
 - Manager & Mentor
 - Presentation Skills
 - Client Relationships

EXPERIENCE

GYK, Boston MA / Manchester NH **Creative Director (August 2012–Present)**

- **UNITED BANK:** Spearheaded a comprehensive rebranding initiative for United Bank, incorporating a range of internal and external marketing strategies such as logo development, brand campaigns, and branch redesign. These efforts resulted in exponential growth, propelling the institution to a billion-dollar status, facilitating a successful IPO, and ultimately leading to its merger with M&T within a two-year timeframe.
- **NH TOURISM:** Directed the strategic and creative development on the New Hampshire tourism account for eight years, navigating challenges such as a global pandemic, economic fluctuations, and the unpredictable nature of New England weather. Through it all, enhancing state awareness leading to \$46 billion in visitor spending and \$2.3 million in state tax revenue.
- **CEDARS:** Transformed Cedar's from a local New England brand into the #2 selling hummus in the US by implementing a comprehensive brand redesign, including a packaging overhaul and launching a new creative platform, Know Better Hummus, across social media, video, in-store, and out-of-home channels. These successful efforts fueled organic agency growth with the Brekki brand.
- **NH Lottery:** Led the NH Lottery account through years of renewals while continuously refreshing the brand alongside entertainment trends and innovations. Managed the creative marketing as well as numerous video productions to maintain and attract a diverse and constantly evolving audience.

Big Brick Productions, Manchester NH **Creative Director (August 2012–Present)**

- **BAUER:** Directed the creation of an integrated product launch campaign, featuring an interactive online experience and staggered video release strategy. Central to the campaign was a "trick" video series. A video featuring Chicago Blackhawks' Patrick Kane, earned media coverage on all major sports networks and won USA Today's Best Sports Viral Video of the Year award.
- **DARTMOUTH HITCHCOCK:** Concepted and led a testimonial campaign at Dartmouth-Hitchcock that transformed perceptions among both patients and staff by unifying 1,800 healthcare providers across seven hospitals around shared values. Through 75 heartfelt testimonial letters from patients and families this initiative elevated Dartmouth-Hitchcock's reputation to match that of Boston hospitals.

GY&K Marketing, Manchester NH **Associate Creative Director (2010–2012)**

Oneill, Griffin, Bodi, Manchester NH **Copywriter (2000–2010)**

EDUCATION Bachelor of Arts
Boston College, Chestnut Hill, MA

AWARDS Hatch Awards: *NH Tourism, Cannondale*
Telly Awards: *Bauer, NH Tourism, United Bank*
Effie Award: *Cedars*
NH Creative Club Award: *NH Lottery*
Skift Award: *NH Tourism*
NASPL Award: *NH Lottery*
NESHCO Award: *ECHN*
NH Creative Club: *NH Lottery*