

ANDREW MCCARTHY

STUDIOALLSTARS.COM • 347-200-7775
ANDREW@STUDIOALLSTARS.COM

VOCATIONAL SUMMARY

Accomplished production operations manager w/15+ years experience in integrated digital/print advertising & packaging

- Possess engaging personality & tireless work ethic renowned for sustaining dynamic partnerships & resourceful leadership
- Intimate w/intricacies of project management, talent staffing & motivating, workflow efficiency analysis, job estimating, equipment leasing, art buying, client/vendor relations, premedia & manufacturing, strategic marketing, brand integrity
- Proficient in Creative Suite & QuarkXPress; skillful in XHTML, Office, FileMaker Pro, Noosh; adept with Macs & hardware

EMPLOYMENT HISTORY

GOTHAM NYC

ASSISTANT DIRECTOR OF STUDIO OPERATIONS JULY 2008–PRESENT

Oversee studio servicing global clients Credit Suisse, Hennessy, Lindt, Lufthansa, Maybelline, & Newman's Own

- Manage artists, proofreaders, & retouchers of digital, print, POS, OOH, & presentation studio; evaluate in/off-site retouching
- Negotiate studio costs per project; facilitate extensive file exchanges with international partner & client offices
- Support creative campaigns & teams throughout production stages; comply with fastidious brand guidelines

ELIRAN MURPHY GROUP NYC

DIRECTOR OF PRODUCTION AUG 2007–JULY 2008

Managed print & online studio for arts ad agency accounts American Museum of Natural History, Thirteen, Whitney Museum

- Administered technical support for 30+ computers internally & procured auxiliary service from off-site providers
- Heightened overall production & color correction standards; authored workflow & production guidelines for entire staff
- Researched & identified least-expensive, ideal consumables, software, & hardware, yielding significant annual savings

THE NEW YORK TIMES NYC

STUDIO MANAGER SEPT 2005–JULY 2007

Built two-shift freelance Marketing Services studio of 20 production artists & designers, photo editors, proofreaders, & traffic

- Established first-ever studio separate from creative department, & streamlined workflow during dramatic reorganization
- Jointly negotiated work ownership between two unions, staff, & consultants as part of an evolving, demanding operation
- Processed 150 new jobs per week; directed studio design, photo color correction, & release of all print & online material
- Adopted Noosh online workflow manager; ported art to digital asset management server; wrote 40+ pages of procedures

HIRSCHHORN & YOUNG NYC

PRODUCTION MANAGER OCT 2004–SEPT 2005

Co-directed precision digital production of Chanel & Estée Lauder (Clinique) cosmetic, fragrance, & beauty aid packaging

- Assigned & examined daily load of 50 mechanicals, typeset in up to 14 languages, generated by 18 production artists
- Ensured international regulatory & design compliance for product line extensions; reconciled departmental billing

DIMASSIMO NYC

PRODUCTION DESIGN DIRECTOR JAN 2004–OCT 2004

Staffed six-member agency studio specializing in innovative marketing for Comcast, Crunch, Instinet, Pfizer, & The Plaza Hotel

- Devised & prompted adherence to workflow protocols; oversaw studio artists & proofreaders; mentored project managers
- Technically & logistically empowered coworkers, reducing dependence on studio; shared support services with IT dept.
- Generated consumables & labor cost calculations to capture lost revenue & develop more profitable pricing structures

BERTELSMANN MUSIC GROUP DIRECT NYC, OCT 1996–NOV 2002

ASSOCIATE DIRECTOR, STUDIO & DIGITAL PRODUCTION SERVICES NOV 2001–NOV 2002

Presided over eight-artist direct mail studio as part of in-house production for North American music merchandiser

- Collaborated with 12 departments; negotiated schedules & staffing resources to guarantee deadline adherence
- Appraised inter-departmental workloads, maximizing use of employee capabilities & contributions
- Conducted press checks of inline printing with variable imaging, increasing internal & fulfillment center efficiencies

CONTINUES >

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EMPLOYMENT HISTORY CONTINUED

BERTELSMANN MUSIC GROUP DIRECT NYC, OCT 1996–NOV 2002

STUDIO MANAGER DEC 2000–NOV 2001

Managed six production artists & construction of all customer-acquisition, retention, & dunning print devices

- Implemented CreoScitex Brisque film-replacement strategy; initiated FTP file delivery, reducing courier time & costs
- Co-evaluated new software; organized & ran training seminars; provided technical support to studio & creative staff

SENIOR PRODUCTION ARTIST OCT 1996–DEC 2000

Typeset layered, repaginating music merchandise catalogs, direct mail, & ads utilizing scripting & proprietary software

- Programmed Xdata styles to automate formatting of asset text & embedded images imported from Oracle database
- Employed use of fifth-color text changes in layered Quark files, achieving fewer plate changes on press
- Created for use by colleagues style & software procedure documentation

EMPLOYMENT HISTORY FREELANCE

DEUTSCH NYC

STUDIO MANAGER FEB 2003–JULY 2003

Ran second shift of busy 10-artist ad agency studio, generating materials for Pfizer, Revlon, Snapple, & Tommy Hilfiger

- Estimated job requirements, pairing project managers with studio staff to fulfill client & new business workload needs

SCHOLASTIC NYC

PRODUCTION SUPERVISOR JAN 95–JULY 1996

Oversaw second shift of seven production artists typesetting voluminous multi-grade national curriculum textbooks

- Coached artists using intricate Quark templates; achieved goal of releasing to vendor several hundred files per week

EDUCATION

HUNTER COLLEGE, CUNY NYC

BA, STUDIO ART 3.6 GPA

Coursework included advanced classes in QuarkXPress, Photoshop, photography, & silk-screening