

# ANDREW MCCARTHY

ANDREW@STUDIOALLSTARS.COM • 347-200-7775

## SUMMARY

**Accomplished hands-on design production operations manager of integrated advertising, branding, packaging, & publishing in NYC**

- My engaging personality & dedicated work ethic are renowned for sustaining dynamic partnerships & resourceful leadership
- Intimate w/production, manufacturing, project management, workflow efficiency analysis, talent development, & client/vendor relations; highly proficient in Adobe Creative Cloud, Microsoft 365, G Suite, Smartsheet, Workfront, & technology implementation

## EMPLOYMENT

### **LIPPINCOTT DESIGN PRODUCTION DIRECTOR** OCT 2020–PRESENT

**Upskilled omnichannel production at award-winning branding consultancy for clients including Bombardier, Entergy, & State Street**

- Instituted precise protocols, quality control & motion production roles, & doubled team size to match volume & revenue growth

### **PURE PRODUCTION STUDIO MANAGER** MAY 2019–OCT 2020

**Led on-site & off-site design agency client ad campaign production workflows for Bright Health, Ketel One Vodka, & Virgin Atlantic**

### **RAPP DIRECTOR OF PRODUCTION** NOV 2018–MAY 2019

**Governed production, studio, & proofreaders in execution of digital, print, OOH ads, & direct mail for Capital One, SAP, & Spectrum**

### **LANDOR SENIOR IMPLEMENTATION MANAGER** JULY 2017–NOV 2018

**Constructed production-ready identity systems inclusive of logos, image assets, colors matched across spaces, & usage guidelines**

- Collaborated across disciplines to formalize branding continuity for Altria, Aptiv, Barclays, Dow, Janssen, S&P, & United Airlines

### **FREELANCE CREATIVE OPERATIONS CONSULTANT, STUDIO MANAGER, SR PRODUCTION ARTIST** JULY 2016–JULY 2017

**Clients included Bartle Bogle Hegarty, Beauty@Gotham, Cohn & Wolfe, New York University, PVH, & R/GA**

### **THE MARTIN AGENCY STUDIO MANAGER** MAR 2014–JULY 2016

**Martin acquired Gotham, where I produced credit cards, digital/print/POS/OOH ads for Citi/American Airlines & Sunglass Hut**

- Staged ambitious local, national, & int'l campaigns: retail outfitting, airport & subway dominations, car/bus/jet/tram/train wraps

### **GOTHAM & BEAUTY@GOTHAM/MCCANN WORLDGROUP ASSISTANT DIRECTOR OF STUDIO OPERATIONS** JULY 2008–DEC 2013

**Oversaw industrious studio servicing Credit Suisse, Essie, Hennessy, Lindt, L'Oreal, Lufthansa, Maybelline, & Newman's Own**

- Managed artists, proofreaders, & retouchers generating digital, print, POS, & OOH ads for global clients & partners
- Negotiated studio fees; complied w/brand guidelines; co-authored procedural manual; co-managed Xinet servers/portals

### **ELIRAN MURPHY GROUP DIRECTOR OF PRODUCTION** JULY 2007–JULY 2008

**Elevated procurement, production, color reproduction, & tech support for 30+ users at this busy creative arts agency**

### **THE NEW YORK TIMES STUDIO MANAGER** SEPT 2005–JULY 2007

**Built two-shift freelance marketing services studio of 20 production artists, designers, art buyers, proofreaders, & project managers**

- Adopted online workflow; processed 150 jobs/week; guided design, color reproduction, & releases; wrote 40+ pages of procedures

### **HIRSCHHORN & YOUNG PRODUCTION MANAGER** OCT 2004–SEPT 2005

**Directed production of Chanel & Estée Lauder cosmetic, fragrance, & beauty aid packaging, billed in 3.5-minute increments**

- Administered mechanicals typeset in 14 languages by 18 designers, ensuring global regulatory compliance; reconciled billing

### **FREELANCE STUDIO MANAGER** FEB 2003–OCT 2004

**Improved staffing, productivity, & stability of restructured ad agencies Deutsch & Dimassimo w/clients Pfizer, Revlon, & Snapple**

### **BERTELSMANN COLUMBIA HOUSE ASSOCIATE DIRECTOR OF STUDIO & DIGITAL PRODUCTION SERVICES** OCT 1996–NOV 2002

**Ran music merchandise direct mail/catalog studio; optimized work sharing & digital pre-press workflow internally & w/vendors**

## EDUCATION

**HUNTER COLLEGE, CUNY BA, STUDIO ART** MAGNA CUM LAUDE