

# ANDREW MCCARTHY

STUDIOALLSTARS.COM

## ABOUT

Andrew McCarthy is **STUDIO ★ ALL ★ STARS**, and an accomplished hands-on studio manager with 15+ years of advertising, direct mail, packaging print-production, and online experience. He is available and determined to lead your studio and design teams to workflow efficiency and campaign victory.

This **STUDIO ★ ALL ★ STAR** possesses an engaging personality and tireless work ethic renowned for sustaining dynamic partnerships and resourceful leadership, inspiring coworker productivity and advocacy of company values.

Andrew's intimacy with the intricacies of project management, studio staffing and motivating, client and co-worker diplomacy, workflow efficiency, time tracking, job estimating, manufacturing, marketing strategies, brand integrity, and art-buying has informed his success everywhere he has worked.

Former employers include advertising agencies Deutsch, Wieden + Kennedy, and DiMassimo, packaging design house Hirschhorn & Young, Entertainment direct marketer BMG, educational publisher Scholastic, and news agency, The New York Times.

Core to Andrew's digital production savvy is his high proficiency in QuarkXPress and Creative Suite, and capability in auxiliary software (Microsoft Office, FileMaker Pro, Cumulus, Fontographer), coupled with his knowledge of color spaces, troubleshooting, pre-press issues, and printing technologies.

As a published author, he naturally extends his composing talents to the workplace, through his communication, proofreading abilities, and in the creation of workflow documentation. Possessing a BA in visual art (3.6 GPA) and accompanying artistic integrity, Andrew approaches each job with a goal of preserving its aesthetic continuity equal to its need to meet its deadline and satisfy his clients.

Being a native New Yorker, Andrew is prepared for any job challenge.

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## RECOMMENDATION

In the nearly 20 years that I have been employed by the Bertelsmann company that is currently known as BeMusic, the period during which I worked with Andrew McCarthy is most memorable. In the company's monthly, national direct mail campaigns, there is little room for error, and having Andrew with us benefited us all.

Andrew McCarthy's faculty for appreciating the meticulous — combined with his eager interest in the overall logistical workings of the company's many operations — were an overdue, relieving presence; his absence is painfully noticeable. When Mr. McCarthy was part of BeMusic, he made every effort to meet other departments' needs.

Andrew always made himself available to assist other areas of the business, including helping to train new project managers in the Traffic Department, meeting with vendors, or interpreting our complex marketing matrixes. During the last three years that Andrew was involved with direct mail, we had a very smooth-running production experience. His overall commitment to producing stellar work would be a great contribution to any potential employer.

Respectfully,

**Theresa Swiderski**

*Associate Director, Print Production Services*



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## RECOMMENDATION

I worked with Andrew McCarthy for close to 3 years at BeMusic. In that time span, I had the pleasure of growing the business and improving operational efficiency with Andrew.

My capacity at BeMusic is that of Senior Director of Customer Acquisition Marketing. I oversee the implementation of direct mail acquisition efforts for our music club, for which we target over 45 campaigns annually, directed at different segments of the population requiring tailored creatives, offers, and copy.

Through it all, Andrew has continually strived to better understand the overall process so as to improve it beyond his core set of responsibilities. He has always been attentive to the needs of the business and often helped others in different functional areas to better understand the operations.

Andrew's creative initiative, operational aptitude, and business sense enabled us to improve the process. He is highly motivated, accommodating and has managed the volume of data that no one prior to — or since him — has been able to accomplish with the same level of precision.

Andrew has my highest regards and would be a definite asset to any business.

Sincerely,

**Selene Yuen**

*Senior Director, Customer Acquisition Marketing*



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## RECOMMENDATION

As the Senior Manager of the Copyediting Department at Bertelsmann Direct/BeMusic, I worked with Andrew McCarthy from 1996 until the fall of 2002. Consequently, I feel qualified in attesting to his professionalism, job performance and work ethic. In his initial role at BMG as Production Artist, Andrew interacted with my department when he worked on the sales promotion catalogs and acquisition material. This was and still is very high-volume work and detail-oriented — the catalogs consist of 24 pages, 32 pages or even 76 pages and are mailed every three weeks while the ads and direct mail are sent out on a monthly basis.

What impressed me about Andrew is that, unlike his fellow production artists, he would often come to my department if he had a question about style, grammar or even facts in the jobs he was working on. Although this was not required of him, he was more concerned with the quality of the finished product and getting the job right in the first go-around instead of wasting time and money making corrections at a later stage. It was this proactive stance that convinced me that he was destined for advancement at the company.

In time, management also saw this and promoted him to Studio Manager and Associate Director. Then, with a staff of his own, Andrew interacted more with my department and myself in particular. Because he dealt with other departments such as Marketing, A&R, Creative, Production, Copywriting and Legal in his new capacity, I knew that I could always go to him with any questions I had concerning scheduling, promotion offers or coding. In fact, I can frankly say that I preferred to deal with him rather than those other departments since he always had straightforward answers for me that were invariably correct. Also, he would always be sure to inform me of any changes that arose that would affect my department — that made everything run smoothly in a place where the pace is, to say the least, very hectic.

I am confident that Andrew McCarthy would be an asset to any company. He is an industrious, reliable and take-charge worker. His management style is fair — yet demanding — expecting the very quality from others that he gave to the job. In fact, most here would agree that the department improved under his leadership, and may I add that most here still regret his loss. It was always a pleasure working with him and I unhesitatingly recommend him.

Yours Truly,

**Andrew M. Mack**

*Senior Manager, Copyediting Department*



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## RECOMMENDATION

I met Andrew McCarthy about eight years ago when we worked on a textbook program at Scholastic. I would like to offer this brief summary of our experience working together.

The first thing I noticed when I met Andrew was how he was an extremely organized problem solver. There were many technical challenges involved in the templates we were using, and part of our responsibility was to troubleshoot these challenges. Andrew offered a continuous flow of remedies.

After completing my assignment at Scholastic in 1996, I learned that Andrew was working with Bertelsmann Music Group (BMG)/BeMusic. In 2002, Andrew alerted me to an opportunity to join BMG as a Production Artist in the studio he supervised. The timing was perfect as I was available.

Working with Andrew as my supervisor was one of the best work experiences I've had. Rarely have I worked with someone who was as knowledgeable of the procedures involved in my jobs, their relation to other jobs, and their import to the company. Andrew offers a very "hands-on" approach to management.

It is my impression that every second Andrew is at work involves tackling any obstacle that interferes with getting a job done efficiently, or effectively contributing to the betterment of an organization. At BMG, he instituted many timesaving methods that improved productivity. This company seemed to be a perfect venue for him to showcase his abilities.

Unfortunately, BMG decided Andrew would be part of a massive layoff. Many departments noticed his disappearance since his contributions were far-reaching. Andrew McCarthy in a managerial position would be a benefit to any organization and the persons who work with him.

Sincerely,  
**Joyce Jones,**  
*Senior Production Artist,*



MCCANN ERICKSON

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While working at the New York Times with Andrew, he has shown enthusiasm, dedication and a great deal of talent to every aspect of his position as Studio Manager. With time sensitive projects, you could always count on him being there, motivating everyone to bring out their very best.

I highly recommend Andrew for a position within any company and would hope I get to work with him again.

**Maryellen McGrath,**  
*Freelance Photo Editor,*

**The New York Times**