

# ANDREW MCCARTHY

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## SUMMARY

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

- Possess engaging personality & tireless work ethic renowned for sustaining dynamic partnerships & resourceful leadership
- Intimate w/studio/production/project management, talent staffing & development, client/vendor relations, workflow efficiency analysis, premedia, & manufacturing; highly proficient in Adobe Creative Cloud, Office, G Suite, & technology implementation

## EMPLOYMENT

**PURE PRODUCTION STUDIO MANAGER** MAY 2019–PRESENT

**Execute campaigns for design agency clients' initiatives, spanning digital, social, events, premiums, print, & OOH**

- Guide onsite & offsite mechanicalization, retouching, & proofreading; collaborate on job-estimating, promotional copywriting
- Clients include Bright Health, CIT Bank, Ketel One Vodka, Kraft Heinz, Seabourn, Mohegan Sun, & Virgin Atlantic Airlines

**RAPP DIRECTOR OF PRODUCTION, STUDIO** NOV 2018–MAY 2019

**Lead 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, formulated colors, design methodology, prototypes, & usage guidelines**

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

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

**Clients include 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 digital, print, POS, & OOH ads for Citi/American Airlines, & Sunglass Hut**

- Staged ambitions local, national, & int'l OOH campaigns: airport & subway dominations, car/bus/tram/train/jumbo jet 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

**Managed integrated studio for arts ad agency accounts American Museum of Natural History, PBS, & Whitney Museum**

- Improved procurement analysis, production, color correction, & tech support for 30+ users; authored workflow guidelines

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

**Built two-shift freelance marketing services studio of 20 production artists & designers, photo editors, proofreaders, & traffic**

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

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

**Co-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

**DIMASSIMO PRODUCTION DESIGN DIRECTOR** JAN 2004–OCT 2004

**Staffed six-artist agency studio specializing in innovative marketing for clients Comcast, Crunch, Instinet, Pfizer, & Plaza Hotel**

- Devised workflow protocols; analyzed P&L to develop more profitable pricing structures; shared support services w/IT

**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