

ANDREW PETTKE

ART DIRECTOR | DESIGNER | MARKETING

I have been a graphic designer and marketing expert since 2001 working for major brands like ABC, Disney and ESPN, as well as launching my own boutique ad agency in 2005, and recently owned five dining and catering concepts & oversee their marketing and activation strategies. I love design and I love brand positioning + strategy - it's a passion of mine and the reason I have always been successful in the industry. And, I recently won *The Great Food Truck Race* on Food Network. with host Tyler Florence!

CONTACT

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EDUCATION

School of Architecture + Design
University of Texas @ Arlington | 2001

School of Architecture
University of Texas @ Austin | 2000

School of Improvisational Comedy
Four Day Weekend Comedy | 2019

EXPERTISE

- Brand Strategy + Creative Direction
- Multichannel Campaign Management
- Creative Team Management
- Concept Development
- Visual Storytelling
- Interdepartmental Coordination
- Social Media Strategy

PROFESSIONAL EXPERIENCE

ART DIRECTOR / OWNER

2020- Present

ANP Digital Studio

Santa Monica, California

Creative agency focusing on brand identity, graphic and website design, social media management, content creation and plan and oversee consumer and b2b marketing strategies for clients.

- Brand identity design, websites, print and digital.
- Social media content creation, design and management
- Marketing plans, pitch decks, product packaging & more

MARKETING / OWNER

2015 - 2020

Spice In The City Dallas

Chef Navin Catering

Hot Off The Press Dallas

Lucky Cat Vegan

The Cajun Queen

Dallas, Texas

Creating unique brands for various restaurant/food service businesses, managing and designing any and all printed materials, ads, social media/websites. Created incentive programs, one-of-a-kind user experiences and promotional events, press releases, managed email databases and communications, and oversaw all marketing..

- Created unique brands that are locally known and Nationally recognized
- Managed, maintained and created social media channels with contest, content and interactions
- Created signature events + activations for all properties

ART DIRECTOR / OWNER

2005-2015

ANP Design Studio!

Fort Worth/Dallas, Texas

From small start-ups to National accounts, as Owner and Art Director of our small boutique ad agency, ANP Design Studio!, I created unique brand identities, print and web graphic design, and designed on-site user experiences and events for our clients, creating sales decks/tools, media buying, marketing consulting, social media management & more.

- Created complete marketing strategies and plans
- Managed clients marketing budgets, social media + more
- Created unique brands, literature and online experiences

MARKETING MANAGER

2001-2007

ESPN Dallas/ESPN Radio

Arlington, Texas

During my time with ESPN Dallas and ESPN Radio I was promoted to Marketing Manager and Art Director overseeing on-site promotional events, create and produce website and event graphics, update and maintain the ESPN websites, implement major marketing plans and strategies, launch new properties like ESPN Deportes and ESPN Mobile.

- Managed a team of 40+ for on-site promotional events
- Created/Managed an entire marketing strategy & budget
- Created graphics for events, websites, print, billboards, and more, keeping within ESPN Branding guidelines

ANDREW PETTKE

DESIGN + MARKETING

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INSTAGRAM
instagram.com/anpdigitalstudio



LINKEDIN
linkedin.com/in/andrewpettke



FACEBOOK
facebook.com/andrew.pettke



TECHNICAL

Adobe Creative Suite

HTML/CSS

Project Management Tools

CRM/Analytics Systems

ACHIEVEMENTS

HOST

Out Of The Closet Podcast | 2021

FOOD NETWORK, WINNER

The Great Food Truck Race, Season 12 | 2020

GRADUATE OF IMPROV COMEDY SCHOOL

FourDay Weekend Comedy | 2019

EVENT DIRECTION

End-to-End Event Management •

Logistics Planning •

Permitting & Compliance •

Staff Training + Vendor Management •

Client Relationship Management •

ROI Optimization •

Press & Media Coordination •

PROFESSIONAL EXPERIENCE (CONTINUED)

OWNER

2014-2020

Longhorn Photo Booth

Dallas, Texas

My college friend and I started a interactive photo booth company featuring high-end photo booth experiences for corporate events, weddings/receptions, and parties including custom backdrops, props and the World's first black light photo booth with glowing props and on-site prints.

- Created multiple experiences, *LonghornPhotoBooth.com*, *PictureMeAnywhere.com*, *BlackLightBooth.com*, *JetPhotoBooth.com*, and *TakeltYourSelfie.com*
- Rated the #1 Photo Booth company in Dallas/Ft. Worth according to *Yelp.com*

CAMERA OPERATOR

2000-2001

CBS News / KEYE

Austin, Texas

During college, I worked part-time for the morning news broadcasts at the CBS affiliate, KEYE TV in Austin, Texas. Although hired on as a camera operator, I was later promoted to Floor Director and learned about production, Teleprompter operations, motion graphic design and segment production.

- Promoted to Floor Director, instructed talent and positioned cameras and studio lighting
- Operated TV cameras for in-studio LIVE daily broadcasts
- Organized talent notes and oversaw Teleprompter scripts

HOBBIES / INTERESTS



Comedy



Photography



Training



Cooking



Traveling

REFERENCES

AVAILABLE UPON REQUEST

(Blurred for privacy)