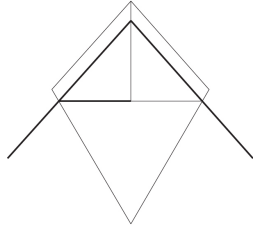


ANDI GINGERICH



OBJECTIVE

Dynamic and driven young professional seeking entry-level brand promotions/advertising marketing position. Hold experience in developing, planning, and implementing marketing ideas, events, and initiatives that promote organization awareness, growth, and integration. Skilled in combining strategy and creativity which gives way to innovative, creative marketing solutions. Self-starter and self-taught, I am always willing to learn new things and diversify and push my skill set. Desiring a position with a creative-friendly atmosphere where I can hone my combination of strategic ideas and skills for the promotional betterment of the organization and brand.

PHOTOSHOP
ILLUSTRATOR
DREAMWEAVER
INDESIGN
HUBSPOT
PHOTOGRAPHY
GRAPHIC & PRINT DESIGN
SOCIAL MEDIA
BLOGGING

67596 SR 13
Millersburg, IN 46543
574.575.0947

gingerichandi@gmail.com

*references available upon request

www.andingingerich.com

EDUCATION

PURDUE UNIVERSITY, WEST LAFAYETTE, IN: DEC. 2014

Public Relations and Rhetorical Advocacy (Communication-Advertising Concentration)
College of Liberal Arts - Brian Lamb School of Communication
Minor: Art+Design

- Coursework in Advertising, Public Relations, Fine Arts, Photography, Spanish

UNIVERSITY OF NOTRE DAME AUSTRALIA, SYDNEY NSW AUSTRALIA: FEB-JUNE 2013

Study Abroad Semester: Spring 2013

- Coursework in Corporate & Public Communications, Journalism

COLUMBIA COLLEGE CHICAGO, CHICAGO, IL: AUG 2010-MAY 2011

Advertising Art Direction Major

PROFESSIONAL EXPERIENCE

MARKETING MANAGER, HOTBOX PIZZA

WEST LAFAYETTE/LAFAYETTE, IN: JAN 2015-PRESENT

Rapidly Growing Pizza Chain with 13 Current Locations Across Indiana

- Managed, planned, oversaw, and executed all marketing efforts and social media at 2 local HotBox locations
- Managed and oversaw 3 different marketing teams: delegation, maintenance, training, follow-through
- Business visits, sales, event planning/execution, performance reports, catering, sponsorships, donations, etc.
- Created business marketing plans and worked with teams to execute new ideas for revenue growth
- Worked closely with HotBox Pizza corporate to ensure continuity of the HotBox brand and voice

MARKETING INTERN, CAMPERS INN

MOCKSVILLE, NC: MAY-AUG 2014

Regional East Coast RV Dealer

- Wrote blogs, email blasts and varied media content on a regular basis: (Hubspot)
- Designed signage, ads, website graphics, mailers, email blasts, fliers, etc.
- Search engine optimization, website coding/updates, social media and more

ADVERTISING PRODUCTION DESIGNER, PURDUE EXPONENT

WEST LAFAYETTE, IN: SEP 2011-DEC 2014

Purdue University's Daily Independent Student Newspaper

- Created original newshole advertisements for local businesses/clients
- Used Photoshop, Adobe Illustrator, InDesign daily
- Maintain strong relationships with ad reps, supervisors, and fellow graphic designers

ACTIVITIES & LEADERSHIP EXPERIENCE

SIGMA DELTA TAU NATIONAL SORORITY: 2012-2014

Internal Public Relations Chair (2014), External Public Relations Committee Member (2013-14)

- marketing, Greek relations, flier & apparel design/distribution, event planning, website updates, social media

PURDUE UNIVERSITY DANCE MARATHON (PUDM): 2012-2014

Public Relations Committee Director (2014), Greek Promotions Committee Member (2013)

- promotions, branding, flier design/distribution, media writing, press releases, website graphics

BOILER GOLD RUSH: STUDENT ORIENTATION PROGRAM: MARCH-AUG 2014

Orientation Team Leader

- student leadership, aided in new student assistance and activities, acted as role model/leader

PURDUE STUDY ABROAD OFFICE: AUG 2013-MAY 2014

Study Abroad Student Ambassador

- worked SA events, social media committee, promotions, shared my experiences to fellow students, gave advice, gave class lectures/presentations to increase awareness of the benefits of study abroad

HABITAT FOR HUMANITY: JAN-MAY 2012

Publicity Committee

- promotions, flier design/distribution, weekend builds-construction of new homes for the community