



# ANDREW BROSCHART

DESIGNER / CREATIVE LEADER

## EXPERIENCE

### Senior Designer

Blanchard®

- Lead creative direction and design initiatives across various projects, ensuring alignment with brand guidelines and client objectives.
- Spearheaded social media strategies that resulted in a marked increase in engagement over the last year, enhancing brand presence and customer interaction.
- Collaborate closely with in-house teams and external vendors to deliver high-quality design solutions on time and within budget.
- Foster a collaborative creative environment to encourage innovation and effective problem-solving.
- Manage multiple projects simultaneously, ensuring a seamless workflow and timely delivery.

### Senior Designer / 3D Designer

Callaway Golf Company, 09/07- 01/13

- Collaborated with cross-functional teams, including marketing, product development, and sales, to create cohesive branding and promotional materials.
- Managed the design and production of various collateral materials, including proposals, presentations, and packaging, ensuring brand consistency across all channels.
- Developed and executed 3D design concepts for retail displays, trade show booths, exhibitions, and product launches, significantly enhancing brand visibility and customer engagement.
- Designed and managed the production of trade show booths, ensuring they effectively represented the brand and attracted potential clients.
- Coordinated with C-suite executives and external vendors to align design strategies with business goals.

## SKILLS

### Design & Branding:

Branding, Social Media, Collateral, Proposals, Presentations, Package Design, Retouching, Retail Display, Digital Marketing, Product Launch, Exhibition Design, B2B, B2C, Prepress Retail Display, RFP's, Trend Awareness

### Software:

ChatGPT, Adobe Suite, Figma, Canva, Microsoft 365, Cinema 4D

### Multidisciplinary Design Career:

Prior work in Agency, Automotive, Retail Merchandising, Medical / Pharma, Data Analytics, Wellness, Health & Beauty, Real Estate, Construction, Small Business, Prepress, Action Sports, Costuming & more. Ask me about it.

## ABOUT ME

A versatile Senior Designer, experienced in branding, art direction, strategy, and digital marketing across a wide range of sectors. Passionate about fostering collaborative environments that empower teams to innovate, create, and achieve success.

Co-workers would agree, I have proven my ability to lead and inspire, streamline creative processes, and deliver high-impact designs that align with client objectives consistently.

Demonstrated success in driving significant social media engagement, achieving a marked increase month over month since Aug, 2023. I designed over 1,000 different pieces during the 2024 Blanchard rebrand.

## INTERESTS



Music



Gardening



Travel



Cooking

## CONTACT

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