



ANDRE ARRIAGA

Creative Lead, Content & Copy

CONTACT



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404.630.0577

I've been writing stories and creating art for most of my life—always looking for a way to make the world around me a little more imaginative, inspiring and exciting. As a creative professional, I've helped clients position their brands for success with clear and evocative copy that tells an engaging story. As a partner to other creatives, I've learned to listen before speaking, seek out a common vision and create work that leverages the best qualities of everyone involved.

SKILLS / EXPERTISE

PROFESSIONAL

Content Creation
Brand Storytelling
Marketing Strategy
Creative Direction
Fine Art Photography
Talent Development
Project Management
Microsoft Office Suite
Adobe Workfront

PERSONAL

Excellent Communicator
Empathetic Leader
Patient Listener
Detail Oriented
Problem Solver
Emotionally Intelligent
Naturally Curious
Collaborative
Lifelong Learner

EDUCATION

FLORIDA STATE UNIVERSITY

M.A. in Humanities, focus in Film & Popular Culture Studies

FLORIDA STATE UNIVERSITY

B.A. in Studio Art, concentration in Photography
B.A. in Humanities

WORK EXPERIENCE

CAMPFIRE CREATIVE @ GEORGIA-PACIFIC

Associate Creative Lead, Copy **2015 - Present**

- Serve as copy director, project owner & mentor for an in-house creative agency to produce print & digital content for our CPG clients—saving upwards of \$2mm per yr. in non-working costs.
- Create, maintain and elevate tone of voice and copy content for national consumer brands across multiple marketing channels.
- Launch innovation projects via proof of concept, content strategy & copy development to grow new revenue streams.

Clients: *Quilted Northern, Angel Soft, Brawny, Sparkle, Vanity Fair Napkins, Dixie, Mardi Gras Napkins, Copper+Crane, Hyba*

QWIT CREATIVE & BOY MEETS GIRL CREATIVE

Creative Lead & Partner, Copy **2007 - 2015**

- Self-owned creative ventures established to provide creative services for a wide variety of clients—from start-ups to Fortune 500 companies—across web, social, email and print channels.
- Provided freelance copy & creative direction for several ad agencies and marketing firms—including Ogilvy, EM2 Design, Lighthouse Marketing, EventSphere, Function and WM Events.
- Created and launched a greeting card and apparel company with product sold online and in various Atlanta retail outlets.

Clients: *IHG, Burger King, Coca-Cola, Kimberly-Clark, Crystal Springs Water, SPANX, Roadie, Boral Bricks, Atlanta Botanical Garden*

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Senior Copywriter **2006 - 2007**

- Created and developed print & digital content solutions for national accounts with an award-winning creative team under former Fallon CDs, Bobby Pearce & Dave Damman.

Clients: *Southeastern Toyota, Publix GreenWise, Buffalo Wild Wings, Florida's Natural OJ, AT&T, Orlando Convention & Visitor's Bureau*

BIOLAB & FLETCHER MARTIN

Senior Copywriter **2002 - 2005**

- Served as lead copywriter for an internal team of creatives producing print, POP, promotional items and digital solutions for pool, chemical and food & beverage brands sold nationally.

Clients: *BioGuard, SpaGuard, Greased Lightning, Carvel Ice Cream*

MINDPOWER

Copywriter **1999 - 2002**

- Developed and refined copywriting and art direction skills by producing copy content and print collateral for various liberal arts colleges and financial, medical and retail clients.

Clients: *CNNfn, Pointe Bank, WebMD, Green Mountain College, California College of Arts + Crafts, Agnes Scott College, Dekor*