

# robert j andreoli jr

## Creative Direction + Design

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### career highlights

- lead creative on Pepsi's 2003 Black History Month program, Winner 2004 Reggie Awards, Gold in the category of Multi-cultural/Ethnic Promotion.
- executed creative for Pepsi iTunes, the first-ever large scale downloadable music promotion.
- developed a style guide for North American Coffee Partnership, creating consistency across Starbucks ready-to-drink products while maintaining the integrity of the Starbucks image.
- from Pokémon to Xbox 360, Hip Hop to Indie Rock, AND1 streetball to Beyoncé – constantly immersed in different platforms, properties and cultures, relentlessly dedicated to delivering the best creative possible
- instrumental in the success of the Rolling Rock new business pitch.

### experience

#### Freelance Creative Director JUL07-present

Providing creative direction, design and ideation across various consumer touch-points.

HP | Southern Comfort | Tropicana | Pepsi International | Heineken | Wish-Bone | Country Crock | Klondike | I Can't Believe It's Not Butter | Knorr | Unilever | Philips Norelco

#### Creative Director JUN05-JUL07 TracyLocke, Wilton, CT

ASSOCIATE CREATIVE DIRECTOR APR04-JUN05 • SENIOR ART DIRECTOR APR03-APR04  
ART DIRECTOR SEP99-APR03 • ASSOCIATE ART DIRECTOR DEC98-SEP99

Directed, mentored, and collaborated with art directors and copywriters on domestic and international consumer promotions, point-of-sale, branding and below the line advertising. Built strong, long-lasting client relationships while working across numerous brands.

Bass Pale Ale | Rolling Rock | Beck's Beer | Brahma Beer | Stella Artois | Pepsi Cola | Pepsi International | Starbucks | Mountain Dew | Pepsi Multicultural | Grand Marnier | Lipton Teas | Aquafina

#### Designer APR03-SEP04 Film Fest New Haven, New Haven, CT

Art directed and designed new logo, stationary, and website. Designed all event posters, flyers, postcards, brochures, program guides, ads and t-shirts.

#### Designer FEB98-DEC98 Vivid Images, Hamden, CT

Created cd jackets, posters, postcards, logos and trade ads.

CMC Records | BMG Music | Deep Purple | Jim Brickman | California Guitar Trio | Kirk Franklin | MediaAmerica Radio

### education

BFA Graphic Design MAY98 Paier College of Art, Inc, Hamden, CT