

# ANDREW SMOCK

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## EXPERIENCE

**9.14 - PRESENT** **SMOCK CREATIVE** | [smockcreative.com](http://smockcreative.com) **CHARLESTON, SC**

### Master & Commander

Full-service creative offering a wide range of skill sets. Operates alone and in collaboration with other creatives as a one-stop shop for developing brands.

|                |               |                  |
|----------------|---------------|------------------|
| ANIMATION      | ILLUSTRATION  | PRINT COLLATERAL |
| ART DIRECTION  | LOGOS         | PACKAGING        |
| BRANDING       | MOTION DESIGN | VIDEO            |
| GRAPHIC DESIGN | PRESENTATIONS | WEBSITES         |

**1.10 - 9.14** **HOOK, LLC** | [hookworldwide.com](http://hookworldwide.com) **CHARLESTON, SC**

### Senior Art Director

Managed all client branding needs: websites, advertising, identity, strategy, and packaging for Ad Agency's Best Small Agency/Southeast 2015.

Created award winning campaigns for Moretti Beer, Charleston Visitor's Bureau, Rev Restaurant Group, Crisis Ministries Homeless Shelter, Health First, and Wild Dunes Resorts.

**8.06 - 12.09** **ADAMS OUTDOOR ADVERTISING** | [adamsoutdoor.com](http://adamsoutdoor.com) **CHARLOTTE, NC**

### Senior Art Director

Managed 3-person creative team for largest market for fourth largest US outdoor company, including 22 digital billboard network and Epicentre City Center digital signage.

**7.02 - 8.06** **AGENT 16** **NEW YORK, NY**

### Junior Art Director

Art directed national print and direct mail campaigns for a variety of clients, including Camel cigarettes, Toshiba Wireless, Southern Comfort, and NY Department of Education.

## EDUCATION

**1999-2002** **THE PORTFOLIO CENTER** **ATLANTA, GA**

Graphic Design Graduate Program

**1994-1998** **OHIO UNIVERSITY** **ATHENS, OH**

Bachelor of Fine Arts with a Concentration in Painting

## EXPERTISE

|               |           |            |               |
|---------------|-----------|------------|---------------|
| AFTER EFFECTS | IN-DESIGN | PHOTOSHOP  | GOOGLE SLIDES |
| ILLUSTRATOR   | PREMIERE  | POWERPOINT | 3D IMAGING    |