

Andrew Hetzel
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I'm an uber-creative with a passion for design, art, music, comedy & the macabre.

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EDUCATION:

CSS Web Design, 2006
Northeast Wisconsin Technical College

Bachelor of Art/Minor in Graphic Communication, 2002
University of Wisconsin-Green Bay

SKILLS AND ABILITIES:

- Proficient in Adobe Creative Suite and Microsoft Office
- Experienced in working with Vector graphics and packaging dielines
- Experienced in developing brands from the ground up to include naming and implementation of marketing strategies in print, online and trade show mediums

EMPLOYMENT:

Graphic Designer - 2013 Celebrate Depere Festival

- This was a pro bono position dedicated to developing collateral for the 2013 Celebrate Depere Festival in De Pere, WI.
- Duties included print design & layout, packaging design, photo manipulation and copywriting

Marketing Director - NPS Corp. (2011-Current)

- Continued brand development of current and new products through print, multimedia, package design, trade shows, on line initiatives and market studies
- Developed social media marketing strategy and implementation
- Developed Branding Identity for Sustayn™ by Spilfyter®: a 1st of it's kind 100% recycled spill control product
- Developed Branding Identity for NPS Nonwovens, a division created by NPS Corporation in 2011 to service the needs of customers in the consumer fabrics industry

Graphic Designer - NPS Corp. (2002-2008)

- Duties included designing print collateral such as brochures and business cards
- Expanded duties included design of initial corporate website, product photography, photo manipulation and continued enhancement of branding through print and packaging design

3RDi Graphics Freelance Sole Proprietorship (2001-Current)

- Servicing a variety of clients' design needs to include logo design, posters, layout, packaging, environmental graphics, illustration, websites and some photography

OTHER:

- Board member of Fox River Ad Club (2014-Current)
- Winner: 2006 Artstreet design competition
- NPS Corp. Received the 2004 SBA loan award for exceptional growth in the state of Wisconsin

References

- Will be provided upon request