

Ty Andrews

Contact

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Objective

Seeking a position in the Los Angeles area in the marketing and entertainment industry. Utilizing over 20 years of experience in graphic design, digital marketing, branding, performing skills, and leadership abilities to drive relevant, engaging, and successful communication to the masses. Additionally, I have a proven track record of effectively raising funds and driving increased profit for businesses.

Professional Experience

PR/Digital Marketing Manager, St. Joseph Center - Venice, CA (2020-)

- Built a marketing team for St. Joseph Center with media strategies to help meet annual fundraising goals up to \$10M.
- Managed communications requests from CNN, LATimes, Spectrum News and local newspapers for CEO interviews.
- Draft press releases, fact sheets, talking points, Q&As, press kit and other collateral
- Hired and directed freelance designers, photographers and video camera operators for special events and fundraising campaigns.
- Built trustworthy relationships with stakeholders, agency partners, clients and volunteers
- Supported communications for celebrities/influencers including Jimmy Kimmel, Molly McNearney, LA Dodgers, LA Rams, LA Clippers, Martin Sheen, Helen Hunt & Daveed Diggs
- Acted as liaison for elected officials and executive partners
- Managed website, social media calendar, hero campaigns, photoshoots and media partnerships
- Supervised budget spends, board reports, performance analytics and ensured timelines

Band Leader/Lead Singer, Event Performance/Anchor Music Group Atlanta, GA (2013 - 2020)

- Led talented musicians/singers, coordinating rehearsals, performances, and travel
- Managed band accommodations, equipment load-in/load-out, and vehicle storage
- Collaborated with lighting and tech engineers for seamless performance and technical setup
- Managed social media accounts and created digital content
- Wrote safety guidelines and agreements for booking contracts
- Curated song set lists for live performances.
- Hired musicians and managed payroll.
- Performed as lead/guest singer in party bands at various events.

CEO, Ty Andrews Productions - Atlanta, GA (2017-)

- Provided print and digital brand design services that help startup businesses, entrepreneurs and organizations grow their brand presence.
- Coached clients to implement effective marketing strategies to grow target audiences.
- Published books for authors who specialize in inspirational books for children.
- Collaborated with clients such as Georgia Lottery, Positively Perfect Dolls, Target, Walmart, authors, musicians, schools, organizations and entrepreneurs. Conducted music classes and taught audio workshops for youth with disabilities.
- Created and produced online music and arts video classes for students during the pandemic.
- Published songs with Broadcast Music Incorporated (BMI)
- Produced, wrote, arranged and recorded music projects for independent artists and speakers
- Featured as a singer/guest artist at music concerts, conferences and community events in nationally and internationally

Point of Sale Specialist, BBDO Atlanta - Atlanta, GA (2008-2011)

- Served as a lead designer to execute award-winning in-store and outdoor displays for Georgia Lottery retailers
- Designed costumes and promotional items for Georgia Lottery campaigns
- Developed and executed creative advertising campaigns, resulting in increased brand awareness and Lottery game sales.
- Worked on campaign ad designs, promotions, displays and in-store monitors
- Collaborated one-on-one with client and a team of designers to ensure award-winning in-store print and digital marketing materials were delivered.

Education

Bachelors of Science in Graphic Design/Journalism, Florida A&M University (Tallahassee, FL)
Sound Engineering Certification, Atlanta Institute of Music (Atlanta, GA)

Skills

- Advertising Campaign Development
- Adobe Creative Suite, Adobe Premiere, Photoshop, Microsoft Office, Keynote
- Social Media Management and Content Development
- Google Analytics Experience
- Singer, Dancer and Choreographer
- Musician (Tenor Saxophone, Steel Drums, Hand Percussionist)
- Music Reading Experience
- Choir and Band Directing
- Live Performance Experienced and Stage Presence
- Leadership and Team Management
- Producing, Project Coordination and Organization
- Communication and Interpersonal Skills



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