

Ty Andrews

Contact

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Objective

Creative leader with over 20 years of experience in branding, content development, and entertainment seeking a senior-level position in Los Angeles, CA. Utilizing my expertise in graphic design, digital marketing, performance and non-profit advocacy, I specialize in implementing strategies that build genuine connection with the masses and drive profitable results. With my passion for music and talent in creating engaging content, I am excited to contribute my skills towards the growth and success of a dynamic organization.

Professional Experience

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

- Rebranded St. Joseph Center and managed digital marketing campaigns to reach over \$10M in fundraising goals annually.
- Managed media requests and CEO interviews.
- Wrote press releases, created project outlines, fact sheets, talking points, and media kit.
- Edit videos, B-roll packages, as well as write captions and headlines.
- Hired and managed freelance designers, photographers and video camera operators for special events and annual fundraising campaigns.
- Built trusted relationships with stakeholders, agency partners, media, clients and volunteers
- Supported communications for celebrities and major donor partnerships.
- Acted as liaison for elected officials and executive partners.
- Backed up digital media and managed online libraries for department productivity
- Supervised budget spending, board reports, performance analytics and ensured timelines
- Coordinated marketing campaign analytics and audience insight findings
- Conducted interviews, social media management, hero campaigns and photoshoots.

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

- Performed as lead singer/emcee in party bands, coordinated rehearsals, curated song lists.
- Managed band accommodations, equipment load-in/load-out, and vehicle storage.
- Collaborated with audio/visual engineers and event coordinators for performance and setup.
- Setup social media accounts and created digital content.
- Wrote safety guidelines and agreements for booking contracts.
- Hired musicians and managed payroll.

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

- Provided digital marketing and branding services for startup businesses, entrepreneurs and non-profit organizations to help grow awareness and increase revenue.
- 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 engineered music 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, point-of-sale and digital displays.
- 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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