



ANDREA NORDGREN

Experienced agency leader, creative director, and executive producer.

CONTACT

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EXPERIENCE

Creative Director | Agency Off Record

- Lead creative strategy and creative development for a 35-person advertising agency.
- Manage, and mentor ACDs, art directors, designers, copywriters, content creators, motion graphics artists, and video creators.
- Serve on agency leadership team.
- Lead the vision and effort to establish an in-agency video department.
- Contribute to business development strategy and pitches.

2019 to present – Denver, Colorado

Senior Director, Integrated Creative + Executive Producer | Unbridled

- Lead the 15-person, integrated creative team in all aspects of creative and strategy for brand, marketing, social, content, experiential, and events.
- Manage and mentor ACDs, art directors, designers, copywriters, content creators, project managers, and marketing strategists.
- Lead concepting, creative strategy, storytelling, and integrated creative.
- Write and direct content and creative for all digital, social, video, print, experiential, and other channels. Executive Producer for all video content.
- Contribute to business development strategy and pitches.
- Co-led the digital team and account teams.

2017 to 2019 – Denver, Colorado

Creative Director + Executive Producer | Core Creative

- On leadership team directing agency on business strategy, operations, and culture.
- Led the production and creative departments and ensured exceptional work in storytelling, creative development, UX, content strategy, and integration across digital, social, video, print, and other media channels.
- Built internal video department and capabilities, doubling revenue within 18 months and managed video department P&L, processes, edit suite, and post-production including estimates, budgets, timelines.
- Managed art directors, designers, writers, content creators, video editors, and managed all external partners, including freelancers, crew, talent, and production companies.
- Line producer and post producer on all shoots for video, radio, and TV.
- Wrote, directed, and produced radio, TV, video, and other content.
- Contributed to new business pitches, business development, and content marketing for lead generation.

2014–2017 – Milwaukee, Wisconsin

Director of Strategy | Equity Creative

- Blended the creative, analytical and relational as a creative strategist. Responsible for strategic direction, account management, new business, overseeing creative teams, social and digital strategy.
- Produced campaigns and digital projects including web, video, TV and social.

2011–2013 – Kenosha, Wisconsin

EDUCATION

Bachelor of Arts, University of Iowa

Majors: Communications and Psychology

Minor: Journalism and Mass Communication

SKILLS

Adobe Creative Suite/Creative Cloud: InDesign, Illustrator, Photoshop, Dreamweaver, Lightroom

Workamajig, Basecamp, Mavenlink, Liquid Planner and other project management systems

Microsoft Office and Google Drive

AICP Guidelines and Practices

Digital Asset Management systems

AP Style and Chicago Manual of Style

AWARDS

Milwaukee 99, Silver, 2017

Milwaukee 99, Bronze, 2017

BMA Bell Awards, 2016, 2015

Communicator Award, Gold 2015, 2012

Telly Award, 2015, 2012, 2011

IFCA Best of Show and Award of Excellence, 2012

IFCA Award of Excellence, 2010, 2009

CASE Gold Medal, 2007

BOARD & COMMUNITY SERVICE

Women in Film and Media Colorado, WIFMCO 2017-present

Greater Together, Marketing and PR, 2016-2017

Islands of Brilliance, Artist Mentor, 2016

Sundance Film Festival, Photographer and Marketing Team, 2013-2014

Executive Juror, Digiday Video Awards, 2014

Judge, BMA B2 Awards, 2013

United Adworkers Advisory Board, 2013

Creative Director + Producer | Finn Digital

- Responsible for the creative direction of branding, marketing, and digital media solutions including web design and development, mobile, application, and interactive experiences.
- Directed digital creative including UI/UX, architecture, wireframing.
- Produced and directed video for web, corporate, and social media campaigns.

2011 – Milwaukee, Wisconsin

Art Director + Producer | Northwestern Mutual

- Led creative team responsible for marketing campaigns, annual report, field communications, enterprise-wide projects and initiatives.
- Directed creative process from discovery, creative brief, design and development, through execution.
- Produced and directed video for web, corporate, and social media campaigns.
- Delivered effective and integrated solutions that aligned with business partners' objectives through a variety of communications channels including print, web, interactive, video, and exhibit design.

2007–2011 – Milwaukee, Wisconsin

Assistant Director of Visual Communications + Art Director | Lake Forest College

- Led in-house creative department in articulating brand and messaging for admissions, alumni, development, athletics, and all institutional and campaign communications.
- Responsible for art direction, design, brand management, and production as well as client relationships.
- Thorough knowledge of design principles, typography, color theory, web design best practices, paper, and printing industry.
- Developed and maintained brand editorial and style guidelines.

1996–2007 – Lake Forest, Illinois

BRANDS I'VE WORKED WITH

Verizon	McCain
Marriott	World Relief
Chipotle	Lake Forest College
Summerfest	Concordia University
Yamaha	Alverno College
Northwestern Mutual	School Specialty
LPL Financial	Modine
Valley Health System	Rockwell Automation
North Kansas City Hospital	Milwaukee Tool
Mercy Health	Generac
Owensboro Health	CNH Industrial
Numotion	Case IH Agriculture
Cape Regional Health	Charter Manufacturing
Borgess Health	Briggs & Stratton
Abbvie	Leica BioSystems
Abbott Labs	Andis
Gilead Sciences	Orbis