

# Andrew Popsack

## *Creative Director and Solutions-Oriented Designer*

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Portfolio:  
popsackcreative.com

I'm a visual problem solver with expertise in point-of-sale, digital/social media, and art direction. With more than 20 years of experience in advertising, I utilize my creative curiosity and organizational skills to deliver captivating solutions for client challenges.

### Experience

#### **Creative Director at The Marketing Arm, Dallas, TX, April 2010-April 2026**

- Developed creative across shopper marketing, retail, digital, social media, promotions, product launches, and experiential campaigns for national brands.
- Designed integrated brand campaigns spanning Video, point-of-sale displays, environmental graphics, promotional materials, and digital assets.
- Created production-ready artwork for print and digital applications while maintaining brand standards and quality across multiple deliverables.
- Partnered with strategists, account teams, copywriters, and production partners to bring concepts from initial idea through final execution.
- Managed multiple concurrent projects in a fast-paced agency environment while consistently meeting demanding deadlines.
- Produced work for brands including Frito-Lay, Goodyear, Ocean Spray, Gillette, Wendy's, California Lottery, Morgan Stanley, and Pernod Ricard.

#### **Associate Creative Director at TracyLocke, Dallas, TX, September 1997-April 2010**

- Designed retail marketing campaigns and brand communications for national consumer brands. Primary focus on Pepsi client.
- Created point-of-sale materials, promotional graphics, packaging support, digital assets, and in-store communications.
- Collaborated closely with creative, strategy, and account teams to develop effective visual solutions from concept through production.
- Maintained high creative standards while balancing multiple projects and evolving client priorities.

### Technical Skills Include:

- Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Acrobat, XD) + Figma
- Presentation Design
- Point-of-Sale & Retail Graphics
- Environmental Graphics
- Brand Identity
- Packaging Design
- Environmental & Signage Design
- Digital & Social Design
- Print Production
- Typography & Layout
- Video Editing (After Effects)
- Experience using AI-enabled technologies

### Education

Louisiana State University — Bachelor of Arts, 1992

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