

ANDREW POPSACK

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Hi there. I'm a passionate creative with 25+ years in brand strategy, brand identity, art direction, graphic design, and marketing of national and global brands. I'm a storyteller, problem-solver, and collaborative partner to all my team members. The act of creating something new is what I love to do.

EXPERIENCE

The Marketing Arm Creative Director 2010-present

Responsibilities: Played a key role in producing strategic integrated campaigns across shopper, content, social, product launches, promotions, event/amplifications and influencer campaigns. Lead numerous TV/photo shoots, from obsessing over the placement of a Lay's potato chip to hanging from the side of a moving van shooting a tire splash. Been the leader of a shopper marketing team in the creation of progressive 360 solutions for numerous brands. Clients include Goodyear, Frito-Lay brands, Morgan Stanley, Gillette, Wendy's, Pernod Ricard.

TracyLocke Associate Creative Director 1997-2010

Responsibilities: Organized and strategic team leader with the ability to effectively supervise on exceptionally busy PepsiCo business nationwide. Directed quality creative in partnership with a large account service staff, for clients from the headquarters level to local business units. Provide progressive, 360 solutions for successful brand launches and extensions: point-of-sale promotions, in-store-display, newspaper ads, outdoor, stadium display signage, videos, logo design, packaging and retail merchandising in all Channels... for the Pepsi Great West Field team. Clients included Pepsi, Frito-Lay, Pizza Hut, Quaker, Gatorade, Del Monte, HP.

Grand Image Advertising Art Director 1993-1997

Responsibilities: Concepting, design and production of casino in-house publications and printed material including brochures, posters, logos, table tents, flyers, newspaper ads, outdoor, fleet graphics, public displays; duties include organization and coordination of photoshoots; computer graphics and typesetting. Grand Casinos/Caesars Entertainment

EDUCATION

Louisiana State University, Bachelor of Arts, 1992

(References next page)

REFERENCES

Rob Neatherlin

Group Creative Director
The Marketing Arm
214.597.6834

Ed Johnson

VP Creative Director
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Ben Day

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Josh Ratleliff

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