
ANDREW POPSACK

972.742.4264
popsack@icloud.com

I'm a visual problem solver with expertise in point-of-sale, digital/social media, and art direction. With more than 25 years of experience in advertising, I utilize my creative curiosity and organizational skills to deliver captivating solutions for client challenges.

Experience

Creative Director, The Marketing Arm, Dallas, TX — 2010-2026

Played a key role in producing strategic integrated campaigns across shopper, content, social, product launches, promotions, event/amplifications and influencer campaigns. Lead 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. Leader of a shopper marketing team in the creation of progressive 360 solutions for numerous brands. Clients include Goodyear, Frito-Lay brands, Ocean Spray, California Lottery, Morgan Stanley, Gillette, Wendy's, Pernod Ricard.

Associate Creative Director, TracyLocke, Dallas, TX — 1997-2010

An 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, 7-Eleven.

Art Director, Grand Image Advertising, Gulfport, MS — 1993-1997

Oversaw 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)

ANDREW POPSACK – REFERENCES

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