

# Andrew Lewis

Experienced marketing & graphics expert, who lives at the crossroads where technology, creativity, and collaboration meet. I love how technology facilitates the creative process, and allows me to optimize your Brand and increase revenue.

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## WORK EXPERIENCE

### **Marketing Administrator @ Rempfer Construction**

SEPTEMBER 2024 - PRESENT

- Directed social media strategy and management for a construction company in Lynchburg, enhancing online presence across all major platforms.
- Spearheaded a comprehensive rebranding initiative to reposition the company, successfully targeting and engaging a new market segment.
- Provided critical office administration support, coordinating and organizing multiple project management teams to ensure seamless project execution.

### **Digital Content Editor @ Cisco Systems**

OCTOBER 2021 - MARCH 2024

- Develop comprehensive presentations illustrating marketing and sales strategies, and subsequently delivering these insights to stakeholders and senior management
- Create interactive product and service Demos, used globally to show business value to Cisco's prospects and existing clients
- Conceptualize and create video content, as well as animated educational video content for Cisco internal
- Applied UX/UI expertise to develop and produce interactive webpages for Cisco.com, enhancing user engagement and experience
- Operationalize my productivity and contributions while rapidly learning in a global environment
- Collaborate with multiple marketing groups and stakeholders within Cisco for work creation and optimization
- Self Manage with competing deadlines and rapid project timelines

### **Pitboss/Manager @ Casino Party Aces**

AUGUST 2014 - PRESENT

- Reached out to and communicated to clients to ensure all events run operated smoothly
- Managed full teams of employees to show up to scheduled events, as well as coordinated the use of large amounts of inventory
- Produced occasional graphic design content for marketing purposes

### **Media Team Manager @ Liberty Club Sports**

SEPTEMBER 2017 - MAY 2019

- Managed Social Media content for Liberty Esports, as well as Mens Club Ultimate
- Published content for teams and players for items such as twitter banners, video content, and jersey design
- Led efforts in securing partnerships and sponsorships

### **Graphic Designer @ Shout! Logo Wear**

JUNE 2017 - AUGUST 2021

- Collaborated with clients to realize their vision through multiple phases of brainstorming, reviewing, and feedback
- Worked in a wide variety of mediums, creating everything from apparel to custom vehicle vinyl wraps

### **Marketing Specialist @ IT Concepts**

SUMMER 2016

- Developed graphics for company communications as needed, creating everything from company standards for presentation templates to company-wide email signatures.
- Pioneered the companies social media presence/expansion



## EXTRACURRICULARS

### **Liberty University Mens Ultimate Assistant Coach**

Volunteer 2020-2023,  
Hired on in 2024

### **Certifications**

Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Premiere, Google Digital Marketing

### **Eagle Scout**

Completed in July 2016

### **SkillsUSA**

Awarded 1st place in North Carolina division for Graphic Design

### **Snapchat Geofilters**

I have enjoyed creating Geofilters for events and locations I visit. The Geofilters that I have created have accumulated over 50 million views

## EDUCATION

### **Liberty University**

Class of 2020

Degree in Business

Administration: Digital Marketing and Social Advertising with a minor in Graphic Design.

### **Digital Media Academy**

2013 - 2016

Studies in digital media areas of Graphics, Animation, Audio, Video, and Web-Design.

### **Middle Creek High School**

Class of 2016

Honors Scholar.