

Drew McCullough

Brand Designer

651-470-4994
mccdrew@gmail.com
youtube.com/mccdrew

Aesthetic Experience

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Professional Brand Designer with over 15 years of experience in visual content creation for online digital platforms. Expert in film production and photography from concept creation to publishing. High level strategist with comfort working across web development, social media, print, and broadcast mediums. Award winning and recognized by numerous clients as going above and beyond with results receiving rave reviews such as "Drew took us to the next level."

MccDrew Digital Media, Lakewood, CO

Creative/Managing Director and Owner, 2010-Current

- Entrepreneurial sustained business design and experience
- Hired and trained various staff on all aspects of creative
- Negotiation and delivery of \$50k branding campaigns
- Brand standard recognized as among top-tier regionally
- Decade long-term client satisfaction and repeat customers
- Produce wide spectrum of visual digital creative content
- Collaborates well with large network of regional creators
- Built refined channels reaching 100,000+ viewers

Renaud Place HOA, Lakewood, CO

Board of Directors, President, 2018-Current

- Turnaround renewal vision executed and planned forward
- Slashed ¼ budgetary waste, fraud and abuse in term
- Managed growth of team to dozens of member participants
- Lead strategic organization overhaul of outdated operations
- Anticipated 14-million-dollar value appreciation growth

Loveland Ski Patrol, Dillon, CO

Level II NSP Hill Patroller, 2017-Current

Marketing Advisory Committee to NSP

- Received EMT parallel medical training in 4 short months
- Undergo rigorous physical and psychological expectations
- Comfort and expert confidence in harsh alpine terrain
- Rocky Mtn Division Marketing Liaison to organization
- Counted upon by leadership for media initiatives

SlimGenics Group LLC, Arvada, CO

Visual Content Designer and Editor, 2015-2017

- Developed broadcast grade advertising content
- Worked independently in the field with clientele
- Produced recurring content for social media
- Created marketing strategy and metrics reports
- Provided web content management and design
- Elevated quality level of branding and processes
- Undertook years of asset management re-structure

Skills

Film Production | Photography | Web Design | Team Mgmt
Strategy | Directing | Budgeting | Publishing | System Admin

Adobe | Office | Wordpress

Windows | Google | Apple

Strengths Education

Great Collaborator | Natural Leader | Passionate Teacher
Experienced Writer | Quick Learner | Entrepreneurial
Committed to Excellence | Tech Savvy | Public Speaker

Hamline University, Saint Paul, MN

Media Design and Production B.A.

Management B. A.

Graduated Cum Laude 2007