

# Drew McCullough

651-470-4994

mccdrew@gmail.com

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. Recognized by clients as going above and beyond with results receiving rave reviews such as "Drew took us to the next level."

## Experience

### MccDrew Digital Media, Lakewood, CO

Creative/Managing Director and Owner, 2010-Current

- Entrepreneurial business design and experience
- Hired and trained various staff on all aspects of creative
- Negotiation and delivery of \$50k branding campaigns
- Recent credits: feature documentary, national commercial
- Brand standard among top tier regionally
- Long-term client satisfaction and repeat customers
- Produce wide spectrum of visual digital creative
- Equipped with \$40k cinema package and studio offering
- Collaborates with large network of regional creators
- Services include marketing strategy, branding, scripting, filmmaking, photography, website, social, talent, copywriting, graphic design, print layout, audio, channel optimization and maintenance, publishing.

### 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

### Winter Park Resort, Winter Park, CO

Equipment Tuner and Rental Technician, 2007-2011

- Provided exemplary customer service
- Commitment to quality and detail in work
- Managed safety standards among equipment

- Relied upon for self-directed and unique projects

## Volunteerism

Renaud Place HOA, Lakewood, CO  
Board of Directors, President, 2018-Current  
Loveland Ski Patrol, Dillon, CO  
Level II NSP Hill Patroller, 2017-Current  
Marketing Advisory Committee to NSP

## Education

Hamline University, Saint Paul, MN  
Media Design and Production B.A.  
Management B. A.  
Graduated Cum Laude 2007

## Strengths

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

## Skills

Film Production, Photography, Web Design, Social Media Strategy, Directing, Budgeting, Publishing, System Admin, Adobe Creative Cloud, Microsoft Office, Wordpress, Windows, Google, Apple