

CANADA EXPERIENCE

Cineplex Toronto Dec 2023 - ongoing

Collaborated with the Executive Creative Director and in-house team to further establish Canada's premier entertainment businesses Cineplex, The Rec Room, and Playdium through innovative campaigns and high-quality designs. **Delivered end-to-end creative solutions, transforming briefs into engaging concepts and final artwork across platforms.** Designed visuals, mockups, and storyboards, supported preproduction and on-set activities, and provided expert photo editing and file preparation for print and digital under tight deadlines. In October 2024, Cineplex collaborated with the agency Broken Heart Love Affair to produce a brand ad for The Rec Room. Entrusted with creating a cohesive static visual identity across social media, digital platforms, out-of-home advertisements, and in-venue promotional materials for Cineplex locations.

LCBO Toronto Mar 2021 - Sep 2023

As the **design lead overseeing LCBO's website** I held the responsibility for guiding the platform's creative direction, facilitating consistent collaboration with various LCBO marketing departments. Employing A/B Testing, Data Analytics & AODA compliances into our monthly campaigns lead to a significant reduction in the bounce rate to approximately 30%. Additionally, offered daily creative guidance to external production teams to ensure the fulfillment of the site's production needs.

Canadian Tire Toronto Jan 2020 - Jan 2021

**Directed design strategies for key retail marketing initiatives**, established guidelines for production artists, and managed diverse digital campaigns across web, mobile, email and social media. Collaborating with the Canadian Tire's Creative Department, we achieved a high average click-through rate (CTR) of around 7%. Additionally, provided mentor-ship to graphic designers, ensuring consistent design quality across projects.

SOUTH AFRICA EXPERIENCE

Clients: Ogilvy, King James, TBWA, M&C Saatchi, Wunderman & Joe Public Cape Town/Johannesburg 2014 - 2019

Retail Sectors: Fashion, Decor, Food, Insurance, Tech, Telecoms

- Produced omnichannel retail campaigns for various high profile retailers.
- Led client briefings, strategic planning and conceptual brainstorming sessions through to campaign upload.
- Monitored marketing trends, technological advancements and best practices.
- Organised, budgeted and coordinated shoots, optimizing imagery for multiple platforms.

Markham, TFG Group Cape Town Aug 2013 - Dec 2014 (Premier men's fashion retailer, 325+ stores)

- **Over saw the day to day management of managed the internal creative team** of four designers/art directors.
- Gained a comprehensive understanding of retail operations.
- Accountable for the nationwide production roll out of campaigns

99c Advertising Agency Cape Town Feb 2011 - Jul 2013

Retail accounts: Ackermans (clothing, all ages), Shoe City (clothing, all ages), Jay Jays (clothing) and Checkers (supermarket group)

- **Developed campaign creative; original graphics**, in-store marketing materials and content for digital platforms. Ensuring brand uniformity across all platforms.
- Maintained a strong awareness of prevailing visual and cultural trends.

BBDO Cape Town Feb 2008 - Jan 2011

Retail accounts: Ackermans (clothing, all ages) and Parmalat (FMCG Dairy product)

- Art directed and designed seasonal retail campaigns for in-store collateral, encompassing websites and social media platforms.
- Oversaw digital content production and post-production across various projects campaigns

Hippocampus Design Studio Cape Town Jul 2006 - Feb 2008

- Develop retail design expertise.

Virgin Active Cape Town May 2003 - Jun 2006

- Attained proficiency in retail branding and art direction.

Competencies

Omni Channel Execution  
Mood boards &  
Presentations  
Research + Best Practice  
AODA competent  
AI Educated  
Creative Cloud  
Data Analytics  
Marketing strategy  
Marketing Analytics

Programmes

XD  
Figma  
After Effects  
Premier Pro  
Premier Rush  
Indesign  
Photoshop  
Illustration  
Adobe Firefly  
MidJourney  
Topaz Labs  
Khroma  
Bridge  
Tello  
Powerpoint  
Excel

Education

BA Honors in Graphic Design  
*Camberwell College of Art London UK*  
Diploma in Marketing  
*Damlin College Cape Town RSA*  
Professional Certification UI Design  
*Brainstation Toronto*

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