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Andrew Cloud

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Education

NORTHEASTERN UNIVERSITY
Boston, MA
May 2017

Bachelor of Science Degree in Business Administration and Interactive Media
Concentration: Marketing
Activities: Designer at Scout Studio. VP of Community Relations, Student Alumni Association

Professional Experience

GRAPHIC AND INTERACTIVE
WEB DESIGN CO-OP:
CLEVELAND DESIGN
Quincy Center, MA
July 2016 - December 2016

- Worked 1:1 with clients building websites, from creating wire-frames and high-fidelity mock-ups to production and development.
- Assisted in client rebranding efforts, presenting color schemes and type-treatments.
- Designed multiple print projects, including flyers, handbooks, and business cards.
- Developed and maintained a marketing plan for a local non-profit, which included managing deadlines, dates for deliverables, and project scope.
- Designed and created custom-coded HTML e-mails.

EXHIBITIONS INTERN:
DESIGN MUSEUM
Boston, MA
May 2016 - June 2016

- Contributed visual and written exhibition assets.
- Created a marketing package for an opening exhibition, tracking mentions in local and national publications, and contributing blog posts.
- Edited photos and video for social media and marketing purposes.

MARKETING CO-OP:
HOLLISTER STAFFING
Boston, MA
July 2015 - December 2015

- Created and curated industry-related content for social media channels, fostering a 10% growth in followers across nearly every platform while also compiling monthly analytics.
- Designed graphics and page layouts for both internal and external use.
- Lead an initiative to attract college graduates and grew the applicant pool by 20% every month.
- Proposed, shot, and edited the first candidate video testimonial.

Relevant Experience

DESIGNER:
SCOUT LABS
Boston, MA
September 2016 - May 2017

- Collaborated to design a product that levels the playing field for children who learn differently.
- Conducted interviews with stakeholders, synthesizing responses to develop key insights.
- Engaged in brainstorming, rapid prototyping and iterative design.

VP OF COMMUNITY RELATIONS:
*NORTHEASTERN STUDENT
ALUMNI ASSOCIATION*
Boston, MA
May 2016 - May 2017

- Designed the official logo and t-shirts for Northeastern Homecoming 2015.
- Served as lead coordinator for Mayor of Huntington Avenue, creating graphics, approving campaigns, communicating with candidates, and determining the format and content of the live event.
- Ran four community service events per semester.
- Managed marketing and social media outlets.

SKILLS

HTML5/CSS3, Git, Adobe Creative Suite (Illustrator, InDesign, Photoshop), Sketch, InVision, Microsoft Office Suite, Social Media, Hootsuite, MailChimp, Constant Contact.

COMFORTABLE WITH: jQuery, Drupal CMS, 3D modeling, motion graphics, Google Analytics.