

LAMONT ANDREWS

Graphic Designer & Marketing Professional

PROFILE

Avid sports fan and graphic design enthusiast with a proven ability to translate brand narratives into engaging visual campaigns. My experience in social media marketing and knowledge of trends ensure my designs resonate with target audiences and drive brand engagement.

CONTACT

✉ me@lamontandrews.com

☎ +1 . 510 . 875 . 0374

🌐 lamontandrews.com

📍 Oakland, California

🌐 linkedin.com/in/mlandrews1

SKILLS

Adobe Photoshop Typography/Font Design

Adobe Illustrator Final Cut Pro

Adobe InDesign UI/UX Design/ Figma

PowerPoint/Keynote Webflow

HOBBIES



Reading



Travel



Sports



Gardening

EXPERIENCE

Remote
01/2021
to 12/2023

PROJECT DIRECTOR

BIG BALLER BRAND | www.bigballerbrandinc.com

- Transformed product development through innovative design thinking and spearheaded the development of a new marketing strategy that increased brand awareness, leading to a 85% growth in new client acquisition
- Designed and developed innovative apparel and uniform offerings, contributing to brand recognition and market share expansion
- Successfully launched and expanded a new uniforms product line

Remote
01/2021
to 12/2023

DIRECTOR OF VISUAL MARKETING

SAI PROPERTY MANAGEMENT | www.saipropmgmt.com

- Oversaw all marketing campaigns, analyze data to evaluate the success of the efforts, and camp up with new ideas to improve guest bookings
- Conceptualized and executed multiple sales channel campaigns across the prospect and customer life cycle, ensuring the alignment of communications and messaging in all channels

Richmond, CA
04/2021
to Present

OWNER + ART DIRECTOR

THE GILBERT HALL | www.thegilberthall.com

- Oversees manufacturing, product design, business development, sales, and marketing operations
- Creates and executes social media, print media, email, and video marketing and branding strategy
- Reduced manufacturing cost 20 percent, by building long-term relationships with manufacturing partners

Oakland, CA
03/2014
to 11/2022

LEAD DESIGNER + MANAGING PARTNER

HOX SPORTS UNIFORM CO | www.hoxuniforms.com

- Organized and execute photography sessions. Photography retouching process, image management, retouching notes, and quality control
- Creates and executes the HOX Sports marketing and branding strategy for five product lines
- Designed marketing materials using page layouts, photo editing, color correction, on-line publishing, file preparation, multimedia and audio editing

Walnut
Creek, CA
12/2007
to 04/2014

BUSINESS DEVELOPMENT MANAGER

BDA SPORTS MANAGEMENT | www.bdasports.com

- Employed team based approach to build new business ventures for NBA clients and company executives
- Developed social media campaign that won Carmelo Anthony 3.3M & Rajon Rondo 1.6M NBA All-Star votes
- Wrote & executed marketing & operations plan for the Carmelo Anthony Adult Camp, resulting in \$45,000 sponsorship agreements. Designed camp logo and marketing deliverables

EDUCATION

Atlanta, GA
2003-2007

MOREHOUSE COLLEGE

Bachelors in Business Administration Concentration in Marketing

2023

PROKO.COM

Basic Drawing Courses & Digital Graphic Design and Drawings