

Andrew Ives

Senior Integrated Digital Producer

Portland, Oregon | andyives.com | andy@alumni.unc.edu | 503.974.4485

I have 8+ years of experience in advertising and digital production including branded content, live event, on-location, and experiential digital out-of-home production, as well as a background in product development and product management. I'm looking for my next opportunity to create great work with amazing people.

PROFESSIONAL EXPERIENCE

Senior Interactive Producer (Remote)

June 2016 – February 2017

Grow, Norfolk, VA

- Managed production of all digital advertising for 2016 Q4 and 2017 Q1 product launch of the Google Home — Google's voice activated speaker. Including 150+ HTML banners ads, mobile + desktop rich media ads, website takeovers, a YouTube masthead, and a full on-location photoshoot of all assets used across product launch, 2016 Holiday campaign, and Google Home Super Bowl 51 campaign.

Product Director

November 2015 – March 2016

Smashing Boxes, Durham, NC

- Managed the production, design and development of iOS and Android applications, rebranding campaigns, responsive websites and full web apps using Agile and Scrum frameworks.
- Developed full digital brand strategies and go-to-market plans for large companies and small startups with consumer and B2B product offerings.

VP, Product Development

January 2015 – October 2015

Next Glass, Wilmington, NC

- Oversaw product development, branding, design, marketing, strategy and production of all products at Next Glass including a beer and wine inventory management system, bottle imaging pipeline, business-to-consumer web app, consumer and business external websites and the consumer-facing Next Glass iOS and Android applications.
- Managed iOS and Android development teams, the product design team, and oversaw the complete rebranding and redesign of both iOS and Android applications from the ground up in a four month sprint.

Interactive Producer

December 2011 – January 2015

McKinney, Durham, NC

- Interactive Producer on Travelocity, Sherwin-Williams, Nationwide, ESPN, Mizuno Running, Royal Canin, Meijer, and CenturyLink clients.
- Managing the production of large e-commerce websites, social media campaigns, responsive micro-sites, interactive web apps, a full-service food truck, digital out-of-home installations, new business pitches, online contests, and live experiential product launches.
- Responsible for project scoping, discovery, wire framing, prototyping, digital consulting, schedules, estimates, budgets, communicating and decoding technical jargon, assuring clients, wrangling vendors, overseeing complex partnerships, and exercising fine-tuned judgement to deliver the best work for our clients.
- My favorite project was being photographer, digital content creator and lead producer for the Travelocity Roaming Gnome's social media accounts @RoamingGnome on Twitter and Instagram.

Associate Interactive Producer

September 2009 – December 2011

McKinney, Durham, NC

- Managed the day-to-day production of banners, rich media campaigns, landing pages, microsites, websites, in-game advertising campaigns, digital in-stadium billboards, website takeovers, and new business pitches.
- Oversaw complex integrated campaigns, trained new hires, managed interns, built strong relationships with vendors, clients, and peers.

EDUCATION

University of North Carolina at Chapel Hill, 2009

B.A. School of Media and Journalism, Public Relations; Minor, Environmental Science