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# ANDREW WILKIN

MARKETING & BRAND STRATEGIST • CREATIVE DIRECTOR

## EXPERTISE

Brand Development & Architecture  
Strategic Planning  
Integrated Marketing/Communication  
Advertising (traditional & digital)  
Creative Strategy & Direction  
Identity Development & Guidelines  
Social Media Marketing  
Collateral & Publications Development  
Packaging Design & Production  
Direct Mail  
Web Design & User Interface Dev.  
Graphic Design  
Photo & Illustration Direction  
B2B & B2C Clientele

## EDUCATION

Bachelor of Fine Arts, B.F.A.  
Emphasis in Graphic Design  
California State University-Fullerton,  
1992

## ADDITIONAL TRAINING

Certification in Brand Strategy  
The Brand Establishment, 2007  
Marketing Conferences: CASE, AMA,  
AAF, and UCDA

## MEMBERSHIPS

Council for Advancement and Support  
of Education (CASE)  
American Advertising Federation—  
Past President and ADDY Chair

## COMPUTER SKILLS

Adobe Creative Suite - InDesign,  
Illustrator, Photoshop (expert levels)  
Microsoft Word, PowerPoint, Excel  
Adobe Premier  
Acrobat Pro  
QuickBooks  
Workamajig (agency software)  
WordPress (website CMS platform)

## PORTFOLIO

<http://andrewwilkin.myportfolio.com>  
References available upon request.

20+Years providing an extensive variety of clients in both B2B and B2C environments with superior strategic thinking, planning and creative executions. Certified in brand development by an industry-leading authority, The Brand Establishment, enabling the ability to execute leadership vision that aligns business strategy to brand and marketing strategies. Developed adoption programs that deliver the brand promise both internally and externally through brand touchpoints along with overseeing implementation across both agency and client internal staff.

Highly awarded creative direction and execution in both marketing and client industry competitions. Extensive knowledge in education, automotive aftermarket and tourism industries. Ability to successfully manage multiple ongoing tasks and responsibilities of varying degrees of complexity simultaneously. Supervisory skills to manage support staff, including delegation and prioritization of work, training and evaluation. Ability to identify workload needs and evaluate staff to assign tasks as appropriate. Continually strive for doing what is appropriate for clients' marketing and communication initiatives with a vested and ethical perspective.

## PROFESSIONAL EXPERIENCE

**PANORAMIC — Owner, Brand Strategist, Creative Director**  
March 2009 - Present

Developed a "small+smart" agency model with a vast network of industry professionals working as contract or freelance on client's marketing initiatives and brand development. Model allows for nimble and flexible staffing to accommodate client's needs and fluctuating budgets.

Manage all interactions between client and agency resources including:

- Brand discovery and creative development of brand positioning and brand architecture
- Campaign development across multiple platforms including web/social, print, broadcast, outdoor, direct marketing and public relations
- Strategic planning and counsel to clients including marketing plan development, internal creative department management/planning, and organizational communications

Numerous awards for creative excellence from the American Advertising Federation (AAF-Inland Empire), and the Council for Advancement and Support of Education (CASE)

**Claremont Lincoln University — Director of Marketing & Comm.**  
June 2014 - August 2017

Initially engaged as contract brand and creative strategist, then hired as full-time director to help build the marketing and communications department alongside the president and cabinet of this startup, online and non-profit graduate university in Claremont, California.

- Worked closely with executive leadership to cultivate brand positioning and recognition through integrated marketing and communications
- Managed all digital and traditional marketing and public relations efforts including oversight of contracted agencies and consultants
- Successfully decreased the cost per lead of digital advertising from \$740 to \$160 CPL, all while transitioning from heavy tuition discounts and reduced spending
- Closely involved in the successful initial WASC accreditation submission process in 2016 and new program substantive change submissions in 2017
- Refreshed brand identity and positioning for the university to establish independence from founding institution

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## INDUSTRIES & CLIENTS SERVED

### Automotive

Hayden Automotive  
Falken Tire  
FP Diesel  
Gorilla Automotive Products  
K&N Filter Corporation  
Keystone Automotive Industries, Inc.  
Phoenix Motorcars, Inc.

### Consumer

Antimite Termite & Pest Control  
Hawaiian Airlines  
Lindora Weight Loss Clinics  
Markwins International Cosmetics  
PGA Tour – Inland Empire Open  
Serafina Baby Boutique

### Conventions and Tourism

Ontario Convention and Visitors Bureau  
Ontario International Airport  
Palm Springs Bureau of Tourism  
Palm Springs Preferred Small Hotels

### Education

Claremont Lincoln University  
Drucker School of Management  
University of Redlands  
CSU-San Bernardino  
Fairmont Private Schools  
Mt. San Antonio College  
Pepperdine University, Graziadio School of  
Business and Management  
University of La Verne, College of Law  
The Webb Schools

### Financial

Altura Credit Union  
Glencrest Investment Advisors, Inc.  
Swenson Corporation  
Vineyard National Bank

### Government

Cities of Ontario, Rancho Cucamonga  
and Riverside  
Metropolitan Water District

### Healthcare

Avalon at Newport  
California Association of Marriage  
and Family Therapists  
Inland Empire Health Plan (IEHP)

### Manufacturing

Gerard Roofing Technologies  
Pace Lithographers, Inc.  
PPT (Pacific Plastic Technology, Inc.)  
Vista Metals

### News/Publications

The Business Press  
The Press-Enterprise

### Non-profit Organizations

Cesar Chavez Foundation  
Great Dane Adoptions and Rescue, Inc.  
Operation SafeHouse  
San Bernardino County Museum  
Shoes That Fit

### Professional Services

Best Best & Krieger  
El Dorado Restoration  
HMC Architects  
Pitassi Architects

### Real Estate/Development

Empire Lakes Golf Course  
The Estate Collection  
General Dynamics Real Estate  
National Community Renaissance  
PW Construction, Inc.  
Victoria Gardens Cultural Center

### Technology

Front Porch Digital  
Viacore, Inc.

## PROFESSIONAL EXPERIENCE (CONTINUED)

- Developed and produced all university branded materials, collateral and corporate gifts from initial concept design to printing and distribution
- Worked closely with the executive team, Admissions, External Relations, Office of Academic Affairs and Deans for enrollment initiatives, advancement, and fundraising programs including recruitment events, digital conferences, and program development
- Implemented several partnership programs with associations closely aligned with the university's mission and goals, such as City Year and Net Impact
- Management and budgetary oversight of all department expenses, from annual planning to execution and reconciliation
- Implemented a new content development strategy for publicity and social media campaigns and hired social media manager. Results garnering 50% of qualified leads coming from organic or unpaid search and reducing reliance on paid digital media.
- Managed development and production of a wide array of initiatives, from the university website, blog and microsite, to branded videos and podcasts

### Wilkin Guge Marketing — Managing Partner, Creative Director July 2001 - February 2009

- Managed agency of 25+ including six department heads.
- Responsible for creative and brand development for all clients
- Managed daily agency operations including production and financials
- Clients averaged 28% growth in 2006 and 27% growth in 2007
- Marketing campaigns provided ROI ranging from 4:1 to 11:1 on client marketing spend
- Led new business efforts and creative presentations
- Managed agency relationships with vendors and strategic partners
- Developed proprietary approach to campaign development, Brandus Operandi™

Largest integrated marketing firm in the Inland Empire with all marketing services under one roof; including a network of top industry consultants for optimum brand cohesiveness and budget maximization.

Wilkin Guge Marketing was the first Nationally Certified Brand Strategy agency in Southern California, one of only a handful in the country and the only firm in the Inland Empire. Helped develop proprietary approach to campaign development, Brandus Operandi™

Guest speaker at AAF-Inland Empire Luncheons on Brand Development and Creativity

### Wilkin Design Group — Founder, Creative Director

April 1998 - June 2001

Founded agency in Claremont, CA, with the purpose of providing stellar creative and exceptional service for local small businesses and organizations. Grew the agency within the first 3 years with billings exceeding \$1M annually. Offered traditional advertising and marketing services such as graphic design and production of collateral, print advertising, direct marketing, packaging, point-of-purchase, and public relations support materials.

### Stewart Holt Advertising — Art Director

December 1992 - March 1998

Stewart Holt Advertising was a highly creative advertising agency located in Ontario, California specializing in the automotive aftermarket industry with clients locally and nationally. Responsible for taking creative concepts from sketches to final production.

## AWARDS & ACCOLADES

American Advertising Federation ADDY® Awards

*International Advertising ADDY Award, Silver* - Great Dane Adoption and Rescue

*District 15 Silver ADDY Award* - University of Redlands

AAF-Inland Empire ADDY® Awards

*Overall Best of Show ADDY Awards* - Palm Springs Bureau of Tourism, Great Dane Adoption and Rescue, Wilkin Guge Marketing

*Print Best of Show ADDY Award* - Great Dane Adoptions and Rescue

*TV Best of Show ADDY Awards* - University of Redlands, Keystone Automotive Industries

*Gold ADDY Award Special Judges Award* - Inland Empire Ad Club

*Numerous Gold, Silver and Bronze Awards*

Other industry awards for clients of PANORAMIC and Wilkin Guge Marketing include California Inland Empire Chapter of the Public Relations Society of America (PRSA-CIEC) Polaris and Capella Awards, Council for Advancement and Support of Education (CASE) Awards, and Sales and Marketing Council (SMC) of the Inland Empire Laurel Award.