



EMPLOYMENT & EXPERIENCE

EDUCATION

Bachelors of Fine Arts

Media Art | Visual Communication Design

University of Hartford

Hartford Art School - 2008

SKILLS

- Graphic Design
- Video Production
- Photography
- Media Planning
- Copy Writing
- Social Media
- Event Planning
- Email Marketing
- Fundraising

ACCOLADES

Gold Winner - Internal Marketing

New England Financial Marketing Awards

Norcom Mortgage - 2016


Artist Residency

Paris in Plantsville - 2009-2010

Charles Salsbury Memorial Award for Artistic Excellence

Hartford Art School, Media Arts - 2008

CONTACT

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2014–Present • Norwich Commercial Group

Norcom Mortgage | Norcom Insurance | RealtyQuest | TPO GO | ValueQuest AMC | Military Direct Mortgage | Joint Venture

Vice President, Marketing | 2020–Present

Lead internal marketing team and external vendors in strategic support of 10 unique brands under the Norwich Commercial Group (NCG) umbrella. Direct marketing communications strategies and onboarding for 40+ nationwide mortgage branches. Oversee development of all marketing and advertising including web, digital, social, email, CRM, and print collateral. Manage NCG brand standards and ensure regulatory compliance across all marketing and communications channels. Drive sales and recruitment growth through multichannel campaign implementation. Oversaw 90% sales volume increase from 2019-2021. Test, analyze, and optimize all campaigns based on identified KPIs. Initialize and maintain multitiered marketing budget. Lead fundraising and development through non-profit, Norcom Cares.

Creative Director & Marketing Manager | 2016-2020

Build, mentor and coach in-house creative and marketing teams. Conceptualize, evolve, and establish brand standards and marketing strategy. Increase NCG brand awareness and market share through digital, print, social, email, and broadcast campaigns. Oversee all aspects of internal and consumer facing communication. Grow network of social pages and reach by over 50%. Report on strategic initiatives and perform ongoing optimization. Partner with sales department to bolster and support shared goals.

Graphic Designer | 2014–2016

Collaborate with sales and management to create graphic and video content for all NCG brands. Design for web, print, email, social, and display. Work within state regulatory advertising guidelines to maintain NMLS and Equal Housing compliance. Develop brand assets for 8 NCG brands. Execute according to precise brand standards.

2012–2014 • TeamSports | 1soccerstore.com

Graphics Manager

Lead creative development and oversee production of all graphics. Conceptualize and create email-blasts, web banners, print collateral, advertisements and marketing material. Coordinate social media communication.

2009–2012 • Creative Dimensions

Graphic Designer, Production Artist

Designed and produced signage, trade show exhibits, and media sets. Created and prepared files for digital printing in accordance with specific client needs.

2008–2009 • Fastsigns of Bristol

Graphic Designer, Production Artist

Developed and produced signage, banners, posters, and vehicle graphics.

2007 • Print Shop of Wolcott

Graphic Artist, Print Technician

Designed logos and promotional materials to be offset and digitally printed.

2002–2006 • Progressive Specialty Glass Co.

Junior Graphic Designer

Generated original vector artwork and revitalized bitmapped logos to be printed on glassware.