

# Andy Cale

Brand & Creative Leader | Team Builder | Strategic Storyteller

503-388-8722  
[andycal@gmail.com](mailto:andycal@gmail.com)  
[www.calewithac.com](http://www.calewithac.com)

## SUMMARY

Brand and creative leader with 15 years of experience building agencies, evolving brand systems, and developing the talent and infrastructure behind high-output creative teams. Proven track record growing agency revenue, winning new business, and transforming brand identity into adaptive systems that work across campaigns, products, and culture. Known for collaborative leadership, mentoring creatives at every career stage, and delivering award-winning work that connects commercially and culturally.

## EXPERIENCE

### With a C Creative, Portland, OR — *Founder & Lead Creative*

DEC 2025 - PRESENT

- Direct end-to-end creative strategy and production across brand, digital, video, and content engagements — from brief through final delivery
- Develop brand positioning, visual identity systems, and campaign frameworks for clients across multiple categories
- Lead client discovery, creative presentations, and ongoing brand stewardship for a growing roster of engagements
- Manage vendor and freelance relationships, project timelines, and resource allocation across concurrent client projects
- Serve as primary creative contact and strategic partner, translating business goals into brand narratives and campaign executions

### Hijinx, Portland, OR — *Creative Director*

NOV 2022 - DEC 2025

- Built the agency's creative practice from scratch, establishing brand voice, creative standards, and team culture for a staff of 25 across design, copy, video, and social content
- Developed brand frameworks and creative systems for Xbox, Microsoft, Mixer, and other clients that scaled across product lines, marketing teams, and cultural moments
- Led brand, partner, and product campaigns across every channel — from integrated brand platforms and product launches to B2B partnerships and social programs
- Managed a team of 10 creatives across a range of skillsets, career stages, and disciplines — setting clear expectations, feedback processes, and individual development plans
- Provided mentorship for creatives from intern to creative director level, developing multiple team members from junior to senior roles
- Partnered with account, strategy, and production teams to ensure creative quality, brand coherence, and on-time delivery across a

## EDUCATION

### PORTLAND STATE UNIVERSITY

Sep 1998 - June 2003

B.S. Advertising

B.S. Marketing

## AWARDS

CANNES - Shortlist

CLIO - Silver, gold

ADDYs - Best in show, Gold, Silver

## LANGUAGES

Currently learning Spanish via Duolingo with a 331 day streak (and counting!)

high-volume, multi-client environment

- Contributed to new business pitches and agency positioning, helping articulate the creative vision that won and retained major clients

## **CMD, Portland, OR — Creative Director, ACD, Senior Writer**

NOV 2011 - NOV 2022

- Helped grow group revenue from \$500K to nearly \$10M per year over eleven years by building campaigns that connected with audiences and delivered measurable results
- Partnered with directors across all agency departments — account, media, social, strategy, and research — to deliver award-winning campaigns and activations for Xbox, Microsoft, and sports and gaming clients
- Evolved the creative team from a service model to a strategic partner, establishing frameworks for faster decision-making, bolder creative work, and higher-quality output
- Directly managed a team of 12, building the kind of collaborative culture where creatives do the best work of their careers
- Mentored and developed two full creative teams from intern to senior art director and senior copywriter
- Earned the agency's first national and international awards across broadcast, digital, social, experiential, and interactive
- Developed creative platforms that flexed across channels, audiences, and formats — video, radio, OOH, experiential, digital, social, email, interactive, and more
- Led new business pitches, client presentations, and senior stakeholder communications with clarity and confidence

### **SKILLS + EXPERTISE**

**Creative:** Brand strategy and systems, creative direction, campaign development, cultural storytelling, copywriting, conceptual ideation, brand voice development

**Leadership:** Team building and development, cross-functional collaboration, mentorship, new business development, presentation and stakeholder communication, budget management

### **TECHNOLOGY**

#### **Software**

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier)

Figma

Canva

Microsoft Office & Google Suite

#### **Collaboration**

Microsoft Teams

Zoom

Slack

Discord

#### **AI**

Claude

Midjourney

ChatGPT

Veo 3