



## CONTACT ME

**Andreas Tagger**

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## LEADER. TEAM BUILDER. CREATIVE.

I am a creative leader with over fifteen years of experience creating innovative products and experiences for brands. My passion is to bring brands to life through holistic storytelling and team collaboration. As a cross-disciplinary thinker, I traverse roles from creative direction, design leadership, copywriting, UX, filmmaking and beyond. My abilities and experience gives me the insight to understand what makes great work, along with the sensitivity to successfully manage and mentor teams and clients.

During my career, I've had the opportunity to work for top tier agencies and clients and managed my own agency boutique for five years in San Francisco, where I worked with many clients such as Sony, ESPN and Autodesk. Having my own agency provided invaluable lessons in leading a business, managing creative teams across disciplines, and how to effectively collaborate with clients.

Most recently, my role was Creative Director for Code and Theory's San Francisco office. I was responsible for leading pitches for new business growth, managing and building a core team, and overseeing the day-to-day creative vision for clients. During my tenure in the San Francisco office, we won a 2015 Webby Award for Visit-california.com, as well as key accounts including Benefit Cosmetics, Morton Salt and Twomey wineries.

**Awards, Publications, Mentions:** Webbys, One Show, Cannes Cyberlions, SXSW Interactive, London International Awards, AD:Tech, Taschen Books, Friends of Ed Publishing.

**Client Experience:** Morton Salt, Benefit Cosmetics, Visit California, San Francisco Travel, Finlandia, Woodford Reserve, Dr. Pepper Snapple Group, Neiman Marcus, Levi's, Verizon, Adidas, Sony, WWE, Seagate, Sagatiba, Autodesk, Heineken, ESPN, 2K Sports, Coca-Cola, Sprite, MINI, Converse, Lucasarts, Ubisoft, Progressive.

## CAREER

### **Creative Director**

Code and Theory NY / SF  
4/2013-6/2015

### **Associate Creative Director**

R/GA New York  
3/2012-4/2013

### **Creative Director // Founder**

Brothers By Choice  
2007-2011

### **Senior Art Director**

EVB  
2006

### **Art Director**

Butler, Shine, Stern and Partners  
2001-2006

## EDUCATION

### **Bachelor of Fine Arts: Multimedia**

University of the Arts, Philadelphia  
Class of 2001  
GPA: 3.7

## VIEW MY WORK

[www.andreastagger.com](http://www.andreastagger.com)