



Digital Marketing
Graphic Design
Event and Marketing Promotion

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a-rader.com

ANDY RADER

SUMMARY

Digital marketing and graphic design professional with experience supporting restaurant promotions, event marketing, website content, social media, print collateral, and customer-facing communications. Skilled in Adobe Creative Suite, visual branding, content organization, reporting, and deadline-driven campaign support.

SKILLS

Digital Marketing Support
Graphic Design
Restaurant & Event Marketing
Website Content Updates
Social Media Graphics & Campaign Support
Promotional Flyers, Menus, and Digital Ads
Brand Consistency
Adobe Creative Suite
Canva
Expert Photography & Photo Editing
Content Calendar Support
Google Drive, G-Suite, Microsoft 365
Website, Social Media, and In-House Marketing Materials
Customer-Facing Communications
Data Tracking and Reporting
SEO-Aware Content Support
Cross-Functional Collaboration
Time Management
Attention to Detail
ServSafe

EDUCATION

Bachelor of Fine Arts —

Maryland Institute College of Art, Baltimore, MD
— May 2013

Graduate Certificate in Multicultural Marketing —

University of Maryland Global Campus, Adelphi, MD
— Expected Spring 2027

RELEVANT EXPERIENCE

Graphic Designer/Event Marketing Support

Huck's American Craft, LLC — Baltimore, MD |

02/2024–Present

- Design menus, flyers, promotional banners, and event marketing materials to support restaurant promotions, customer engagement, and sales.
- Create digital, print, website, social media, and in-house visuals aligned with brand identity and customer-facing communication needs.
- Partner with ownership on seasonal campaigns, event graphics, menu updates, and promotional materials for community-facing events.
- Manage quick-turnaround design requests in a fast-paced hospitality environment with accuracy, consistency, and deadline awareness.

Operations Manager/Graphic Designer

Baltimore Scattered Sites, LLC — Hunt Valley, MD |

09/2022–07/2025

- Managed portfolio operations, including communication, scheduling, reporting, customer service, and team coordination.
- Maintained website content, branding materials, flyers, and social media assets for accurate public-facing communication.
- Prepared reports, business data, and presentations to support leadership planning and operational decisions.
- Coordinated real estate photography projects, deadlines, deliverables, visual standards, and client communication.
- Tracked priorities, resolved issues, and organized workflows for fast-moving cross-functional projects.

Visual Arts Department Chair

Dundalk High School — Dundalk, MD | 06/2021–07/2022

- Coordinated visual arts programming, instructional planning, classroom operations, student engagement, and project timelines.
- Led biweekly faculty meetings to review data, align priorities, adjust programming, and support department communication.
- Taught graphic design, photography, drawing, painting, sculpture, and printmaking while managing materials and deadlines.

Visual Arts & CTE Department Chair/Rebranding Ambassador

Augusta Fells Savage Institute of Visual Arts — Baltimore, MD |

06/2020–06/2021

- Supported institutional branding, public-facing communications, arts programming, and department growth.
- Adapted design concepts across web, social media, print, and video to improve visibility and stakeholder engagement.
- Organized student and faculty exhibitions, supporting event planning, visual storytelling, recruitment, and community engagement.