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EXPERIENCE

words.brands | MEMPHIS, TN

FREELANCE CREATIVE DIRECTOR / COPYWRITER 2003 – PRESENT

Andy Hamm is an award-winning freelance copywriter and creative lead based in Memphis, with two decades of experience and insight. Deeply experienced communicator with proven skills, knowledge and experience in print, broadcast, social and experiential solutions, he has been particularly successful creating traditional advertising initiatives, as well as brand integration and sponsorship activation campaigns. Industry experience includes: Financial, telecom, fashion, healthcare, education, retail, insurance, food and beverage, plus government, entertainment and cultural institutions, as well as a host of not-for-profit organizations. From consumer to business to business -- brings talent, a unique focus and enthusiasm to every challenge

As a condottiere* of copy, concept and content, numerous clients spanning a multitude of industries have engaged Andy to provide creative executions. From multi-platform activation campaigns for a Fortune 100 financial institution and rebranding a 50 year-old PGA TOUR event down to the development of a persuasive tri-fold brochure for a 150 year-old funeral home, Andy Hamm leaves his mark on the brands he has partnered with and on the audiences he has touched.

INDUSTRIES:

Financial (Wealth Management, Banking, Commercial, Trust, Numismatics, Private Equity)

Insurance

Sports (PGA TOUR, LPGA Tour, USGA, Polo, Sailing)

Nonprofit / Fundraising (Social, Health, Community, Arts)

Manufacturing / Engineering

Retail (Fashion, Restaurant, Grocery)

Education (Secondary)

ANDY HAMM

*. Condottiere– noun / historical: 1. a leader or a member of a troop of mercenaries 2. a mercenary soldier or hired gun.

CLIENTS:

ARTS Memphis	Memphis in May
Baptist Memorial College of Health Sciences	MLGW
Baptist Memorial Hospital	Milestone Sports Management
Capital One Bank	MUSE Inspired Fashion
Crichton College	OMG!
Empire Sports	PGA TOUR
Family Services of the Mid-South	Hilton Hotel Group
First Tennessee Bank	Sebring Hospital
Harrison County Tourism	Sedgwick CMS Holdings
Hollywood Casino	Stanford Financial Group
Ingredion (formerly Corn Products Int'l)	St. Jude Children's Research Hospital
International Paper	Tennessee Tourism
Kittie Kyle Kollection	UBS Paine-Webber
LeBoheur Children's Hospital	Waste Management
McDonald's	Zurich Classic

THE IMAGE FACTORY | MEMPHIS, TN
PRINCIPAL / CHIEF CREATIVE OFFICER 1995-2003

Co-founded this full-service marketing, public relations and advertising firm. Scope of accountability includes: Project development and oversight; long-term planning; print, broadcast and interactive production; client liaison in developing creative solutions for both internal and external challenges; client market positioning; event conception, planning and execution; front line media relations; sponsorship development and management; develop creative strategies and executions to achieve goals within specific budget framework; building strategic partnerships; new business development; staff management and direction; command budgets from pro-bono to in excess of \$6 million. Directed team of up to 10.

HIGHLIGHTS

Established this full-service marketing, public relations, and advertising firm, and held senior responsibility for project planning, management, and execution, as well as directing the creative team.

Provided dynamic solutions for clients including First Tennessee Bank, AT&T Wireless, The Home Depot, Hollywood Casino, Northwest Airlink, and Mid-South Concerts.

Defined media strategy for the 20th anniversary of the Memphis in May International Festival, garnered coverage on Prime Time Live, Today, and 100 additional broadcast and print outlets.

Established the corporate giving strategy / messaging by building partnerships with nonprofits and executing special events for the simultaneous launch of three Home Depots in Memphis.

Fully directed marketing and PR for Mid-South Concerts, the largest music promoter in the region, for their major concerts, summer music series, and performances across three states.

Launched AT&T Wireless Service (SunCom) in the Mid-South region. Managed the actual launch event, identified nonprofit partners, and developed sponsorship opportunities.

Packaged and pitched high-profile sponsorships with major international media outlets and Fortune 100 companies as part of the sponsorship campaign for Tina Turner's farewell tour.

Aside from his traditional Creative Director & Copywriter, Andy also served as Chief Creative Officer overseeing a wide range of initiatives from conception to execution.

Helped formulate plan for the establishment of new concert promotion firm, Archangel Entertainment. Worked on business plan, proforma, strategies, marketing, and launch. Acquired broader understanding of today's music industry including influence of national promoters on local markets. Consulted on show marketing for artists such as Cher, India.Arie,

a summer concert series at Shelby Farms featuring Steely Dan, Heart, ABBA, Lucinda Williams and Lyle Lovett and the development of a new outdoor venue.

Served as Communication agency for the Memphis and Shelby County Music Commission. During this time helped develop and implement the following:

Developed sponsorship package for A&E premiere of the "Sam Phillips Biography." Identified potential sponsors, sold the concept and fulfilled sponsor expectations in terms of marketing and promotional benefits. Crafted and produced broadcast campaign to generate ticket sales for the A&E premiere.

Produced the launch event for Hollywood Casino's Adventure Slots Gaming Area with Star Trek's William Shatner. Developed all collateral, lists, event execution and non-profit relationship with beneficiary.

Developed and executed international media relations strategy for the 20th Anniversary of the Memphis in May International Festival. Received coverage on over 100 broadcast and print outlets including PrimeTime Live, Czech TV, Southern Living, and The Today Show.

Memphis market launch of The Home Depot: First time in company history three stores were opened simultaneously. Received local and regional coverage, developed opening events for contractors and the general public, developed giving strategies and nonprofit partnerships for each store.

Co-developed Public Private partnership "Operation Drive Out Crime" – designed to allow corporate sponsor partners and public purchase new squad cars for a take-home program with the Memphis Police Department.

ARCHER/MALMO | MEMPHIS, TN

SENIOR COPYWRITER / BROADCAST PRODUCER 1992-1995

WALKER & ASSOCIATES | MEMPHIS, TN

COPYWRITER 1990-1992

GUICE & GUICE | BILOXI, MS

COPYWRITER 1989-1990

EDUCATION

Journalism/English ('88) University of Southern Mississippi Hattiesburg, MS

AWARDS AND ACCOLADES

PRSSA Vox Awards

Memphis Advertising Federation Addy Awards

American Advertising Federation Addy Awards

MS. Gulf Coast Advertising Federation Addy Awards

Mercury Awards

Southeast Journalism Award (Editorial)

Second Place, The Blues Ball Cosmic Bowling

COMMUNITY

- St. Peters Church
- Partners for the Homeless
- Harbor Town Neighborhood Association
- Porter Leath Children's Center
- Memphis Charitable Foundation
- Family Services of the Mid-South
- Maria Montessori School, Board Member
- The Crisis Center of Memphis
- FOREKIDS Foundation