



ANDREW WHITE
DIGITAL MARKETING DESIGNER

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CREATIVE MARKETING SPECIALIST

Hybrid designer and marketer with 10+ years of experience creating and executing digital assets across web, email, and social. I combine design, content, and marketing support to deliver cohesive, high-performing campaigns.

SKILLS

Digital Marketing, Campaign Support, SEO, Email Marketing, Analytics (Google Analytics, Google Search Console), HubSpot, Conversion Optimization

Software: Google Analytics, Google Search Console, HubSpot, Wordpress, Figma, Adobe Creative Suite, Microsoft Office

EXPERIENCE

Galactic Performance Solutions (2011-Present)

Digital Designer

- Produced video and motion graphics for client campaigns, boosting social reach and viewer retention across multiple platforms.
- Designed and optimized B2B and B2C digital marketing assets (email graphics, landing pages, social media visuals) that improved click-through and engagement rates.
- Led UI/UX redesign of an online merchandise catalog, resulting in a streamlined shopping experience and improved conversion rates..
- Designed wireframes and prototypes to support A/B testing and performance-driven campaign design.
- Created and published social media content aligned with marketing goals to drive engagement and audience growth.
- Designed and built conversion-focused landing pages and microsites to support lead generation and campaign performance.

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- Partnered with front-end developers to implement marketing-driven designs, ensuring brand consistency and usability across digital platforms.
- Worked with marketing directors to align creative output with campaign objectives, ensuring brand consistency and measurable ROI.

Rasor Design (April 2010-July 2010)

Graphic Designer

- Created multi-channel marketing assets (print, digital, web, and email) for Casa Mañana Theatre, supporting show promotion, brand visibility, and audience engagement.
- Led creative for the Warrior Support program launch brochure with Mental Health Association of Tarrant County, managing visuals and layout to increase program awareness.

Produced website content, animated display ads, and monthly HTML email campaigns to promote events and drive online engagement.

EDUCATION & CERTIFICATION

Western Governors University – Digital Marketing & E-Commerce Certificate

Graduated: 2026

Google Digital Marketing & E-commerce Professional Certificate

HubSpot Marketing Hub Software Certified

University of Texas At Arlington

Bachelor of English

(cum laude)