

Andrew Reutsky

Advertising Partner for Car Dealers

Toronto, Canada
andrew@reutsky.com
[linkedin.com/in/reutskyandrew](https://www.linkedin.com/in/reutskyandrew)
Portfolio: rtsk.co

Recognition

Named as:

- one of the fifteen most promising young creatives in the world,
- one of the seven most impactful designers under 35 years old, and
- one of three 'rising stars' of the Canadian advertising industry by Communication Arts, RGD, and Advertising & Design Club of Canada

Received awards in:

- Automotive Advertising,
- Business Impact,
- Advertising Design,
- Engagement,
- Integrated Campaigns, and more from Canadian Marketing Association, RGD, Epica, and Applied Arts

Education

BACHELOR OF LIBERAL ARTS
Business Admin & Management
with a Minor in Digital Media
Harvard University
Cambridge, USA

STUDY ABROAD
Visual Communications
Florence University of the Arts
Florence, Italy

ASSOCIATE'S DEGREE
Advertising & Graphic Design
Humber College
Toronto, Canada

Affiliations

Industry Board Member at Humber College and member of ADCC, TOCC, CMA, RGD, and Cannes Lions

Publications

Guide to Starting a Successful Creative Career: A White Paper

Skills

- Adobe Creative Suite
- Artificial Intelligence Tools
- Google Ad Suite
- Professional Presentation

Qualifications

- Client Service
- Production
- Accountability
- Leadership

Harvard-educated, award-winning advertising specialist with a proven track record of performance-driven campaigns for top auto brands; known for creating "powerfully pervasive advertising that looks fantastic," Andrew specializes in accountable, on-brand omnichannel retail campaigns that accelerate inventory turnover for premium-auto dealers.

Experience

Freelance

Advertising Partner for Car Dealers

Researching and optimizing auto sales by creating content-driven and data-supported, on-brand digital advertising that converts high-intent shoppers into showroom traffic, lifts lead quality, and reduces customer acquisition costs, enabling dealers to accelerate inventory turn

Canada, United States, and Russia

Mar 2025 - Present

Leo Burnett

Art Director

Toronto, Canada
Jun 2022 - Aug 2024 • 2 yrs 3 mos

Jr. Art Director

Jan 2022 - Jun 2022 • 6 mos

- Worked with General Motors, Cadillac (OEM OnStar), GMC, Buick, Hummer, AAA, as well as TD Bank, Enbridge, Starbucks, Metrolinx, PRESTO (OEM Apple), Bell (OEM MLB), Kellogg's, Cheez-It, P&G, Canadian Tire, and fourteen other leading brands in industries like CPG, food & beverage, telecommunications, and retail
- Led the design of national retail campaigns for Cadillac, GMC, and Buick, developing digital assets that enabled scalability across more than 300 dealers while meeting OEM brand standards and local co-op processes
- Collaborated and created GMC's most successful social campaign, 'Modern Art,' which gained over 19,000,000 organic views and 10,000 leads in its first month

GREY

Jr. Art Director

Toronto, Canada
Dec 2021 - Jan 2022 • 2 mos

Art Director Intern

May 2021 - Dec 2021 • 8 mos

- Worked with Volvo Cars as well as Moderna, Sagico Financial Corporation, Kellogg's, Pringles (OEM Wendy's), Canadian Blood Services, GlaxoSmithKline, Sensodyne, Emergen-C, Medtronic, Bexsero, Canadian Cancer Society, and Nestlé
- Collaborated and won a network-wide creative competition with a proactive idea for Volvo, which was later pitched to the global account in New York by Worldwide CCO
- Helped launch an agency-wide DE&I newsletter by quickly learning Mailchimp and working closely with the IT department

Victoria Medical Group

Pharma Photographer

Siberia, Russia
Apr 2019 - Aug 2019 • 5 mos

Shot, then retouched web-ready images in Adobe Creative Cloud, efficiently managed photoshoots, and tailored visual style to align with the brand's identity

Klinkogin Medical Centre

Network Administrator

Siberia, Russia
Nov 2018 - Mar 2019 • 5 mos

- Improved employee efficiency by swiftly mastering and implementing automation software to streamline the clinic's workflow, then onboarding the team of ten
- Grew organic website traffic tenfold over five months by significantly improving SEO
- Initiated development of social media presence, attracting over 1,500 followers in the first two months

Graphic & Web Designer

Jun 2018 - Nov 2018 • 6 mos

- Prototyped and developed the clinic's website with Wix, HTML, and Adobe CC
- Created and scaled the brand's visual identity, adapting it for different mediums
- Tracked the website's performance with Google Analytics and reported the results

Victoria Medical Group

Graphic Designer

Siberia, Russia
Feb 2017 - Jun 2018 • 1 yr 5 mos

Leveraged Adobe Creative Cloud to craft numerous brand-aligned visuals—retouching web imagery, producing internal assets, and designing on-brand campaign graphics

Freelance

Graphic Designer

Siberia, Russia & Toronto, Canada
Dec 2016 - Feb 2017 & Mar 2021 - May 2021 • 6 mos

Self-marketed, achieving over a million impressions and 15,000+ followers, produced animated/static banners in Adobe CC, and ran end-to-end client projects, incl. a WHO paper