

## Andrew Reutsky

### Advertising Partner for Car Dealers

Toronto, Canada  
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Portfolio: [rtsk.co](https://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*
- a talented young creative with a bright future

by Communication Arts, Association of Registered Graphic Designers, and Applied Arts

#### Received awards in:

- Automotive Advertising,
  - Advertising Design,
  - Integrated Campaigns,
  - Social Responsibility Advertising,
  - Social Good Design *and more*
- from Canadian Marketing Association, Epica, Applied Arts, and RGD

### Education

Business Admin & Management with a Minor in Digital Media  
Harvard University  
Cambridge, USA

### Visual Communications

Florence University of the Arts  
Florence, Italy

### 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, Meta Ad Suites
- Professional Presentation
- Project Management

### Qualifications

- Client Service
- Production
- Teamwork
- 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 on-brand omnichannel retail campaigns that accelerate inventory turn for authorized luxury-auto dealers.

### Experience

#### Freelance

##### Advertising Partner for Car Dealers

Optimizing luxury-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 turnover

**Toronto, Canada**

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 to 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