

Andrew Reutsky

Advertising Partner for Car Dealers

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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, United States

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

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

Publications

Automotive Retail Advertising in
Crisis: Research Paper

Guide to Starting a Successful
Creative Career: White Paper

Affiliations

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

Skills & Qualifications

- Adobe Creative Suite
- Artificial Intelligence Tools
- Digital Advertising Suites
- Leadership
- Client Service
- Production
- Accountability

Award-winning dealership partner and researcher who optimizes retail advertising by transparently linking banners to VIN sales and his compensation. Unlike typical consultants, Andrew personally handles the production of conversion-focused campaigns, arming internal staff with actionable performance insights to transform advertising into a liquidity lever.

Experience

Freelance

Advertising Partner for Car Dealers

- Researched, developed, and optimized on-brand dealership advertising amid volatile economic conditions by structuring every retail campaign as an investigation
- Published "Automotive Retail Advertising in Crisis," the largest study on the topic, uncovering that 62% of industry media spend may lack a defensible link to profit
- Developed and field-tested "Banner-VIN-Profit", an attribution model transparently linking banners to VIN sales and attributed profit

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

- Helped create GMC's most successful social campaign ever, "Modern Art," which gained over 19,000,000 organic views and 10,000 leads in its first month
- Developed over 100 retail campaigns for General Motors, transforming Cadillac into Instagram's best-performing Canadian luxury auto brand subsidiary within a year
- Worked with General Motors, Cadillac (OEM OnStar), GMC, Buick, Hummer, AAA, TD Bank, Enbridge, Starbucks, Metrolinx, PRESTO (OEM Apple), Bell (OEM MLB), Kellogg's, Cheez-It, P&G, Canadian Tire, and fourteen other leading brands

GREY

Jr. Art Director

Toronto, Canada
Dec 2021 - Jan 2022 • 2 mos

Art Director Intern

May 2021 - Dec 2021 • 8 mos

- Launched shoes for Volvo to celebrate "World Car Free Day", in a PR stunt that achieved 80% lower-than-average cost per engagement with 50% higher-than-average recall lift
- 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 Chief Creative Officer
- Worked with Volvo Cars as well as Moderna, Sagicor Financial Corporation, Kellogg's, Pringles (OEM Wendy's), GlaxoSmithKline, Sensodyne, Emergen-C, Nestlé, and others

Earlier Roles

Victoria Medical Group

Pharma Photographer

Siberia, Russia

Apr 2019 - Aug 2019 • 5 mos

Captured, retouched, and optimized digital brand assets using Adobe Creative Cloud, establishing file-management protocols to maximize production speed and consistency

Klinkogin Medical Centre

Network Administrator

Siberia, Russia
Nov 2018 - Mar 2019 • 5 mos

Accelerated operational efficiency by implementing automation software, smoothly onboarding a 10-person medical team, and drove a sustained 10x surge in organic web traffic within five months by executing an end-to-end technical SEO restructuring

Graphic & Web Designer

Jun 2018 - Nov 2018 • 6 mos

Built an early digital customer acquisition framework from the ground up, attracting over 1,500 organic followers on social media within the first 60 days, and developed the clinic's website with Wix, HTML, and Adobe CC

Victoria Medical Group

Graphic Designer

Siberia, Russia

Feb 2017 - Jun 2018 • 1 yr 5 mos

Crafted numerous brand-aligned visuals—retouching web imagery, producing internal assets, and designing campaign graphics—to help the clinic earn its place in local markets

Freelance

Graphic Designer

Siberia, Russia and Toronto, Canada

Dec 2016 - Feb 2017 & Mar 2021 - May 2021 • 6 mos

Organically marketed my digital presence, achieving over a million impressions and 15,000 followers, produced animated and static ad banners, and managed end-to-end client projects, incl. a paper for World Health Organization during COVID-19 pandemic