

Andrew Salerno

Client Director | Creative & Brand Project Leadership

Brooklyn, NY | [Email](#) | [LinkedIn](#) | [Portfolio](#) | 203.530.3016

Client-facing creative leader with 6+ years managing multi-disciplinary brand and design projects for global enterprises and smaller challenger brands. Builds client relationships, translates strategic objectives into creative execution, and manages budgets, timelines, and quality across concurrent projects. Comfortable navigating risk and problem-solving under pressure.

SKILLS & COMPETENCIES

Client Leadership: Consultative Client Relationships, Enterprise Account Management, New Business Pitching, Client Retention

Project Management: SOW Creation, Budget & Forecasting, Resource Planning, Timeline Creation, Cross-Functional Team Leadership

Creative & Brand: Brand Strategy, Brand & Verbal Identity, Art Direction, Content Strategy, UI/UX Design Fundamentals, Deck Building

Technical Tools: Figma / FigJam, Webflow, Monday, Asana, Adobe Suite, Microsoft 365, Google Workspace

EXPERIENCE

Senior Client Manager | Design Bridge & Partners

2025 - Present

Global brand design agency with expertise across brand strategy, brand identity, and brand experience.

- Own scope creation across a broad range of client projects including full rebrands, naming, video production, brand guidelines, brand campaigns, and tone-of-voice/verbal identity work.
- Serve as direct owner of major enterprise accounts, including Mastercard, PIMCO, and Omnipod, personally managing day-to-day relationships and building consultative, trust-based partnerships.
- Manage account budgets and staffing plans, leading project forecasting across the agency's client squad to ensure resourcing consistently matches scope.
- Oversee a portfolio of enterprise commercial accounts centered on brand identity, brand strategy, and brand excellence, spanning multiple creative studios and millions in client revenue.
- Support new-business pitches for prospective clients with budgets exceeding \$1M, partnering with leadership on strategy, scoping, and creative approach.

Highlight Skills: Revenue Forecasting | Staff Plans | Scope of Work Creation | Client Communication | Project Planning

Creative Project Manager | Deutsch NY

2024 - 2025

Fully integrated advertising and media agency based in New York City that's been providing creative services since 1969.

- Partnered with account leads to develop and maintain deliverables lists for 40+ concurrent client projects, ensuring alignment with client expectations and reducing scope creep by 30%.
- Tracked progress across over 100 creative deliverables per quarter, proactively identifying roadblocks and escalating 95% of issues to leadership within 24 hours to maintain project momentum.
- Created and maintained timelines and creative scopes for all active projects, spanning 5+ departments and impacting millions in client revenue, ensuring on-time delivery for 90%+ of initiatives.
- Collaborated with the Director of Creative Operations & PM to streamline internal processes, boosting workflow compliance and reducing cross-team misalignment by 25%.

Highlight Skills: Risk Management | Intellectual Property | Workflow Management | Client Communication | Project Planning

Associate Creative Project Manager & Producer | SUPERPLASTIC

2022 - 2024

Global entertainment brand with activations in music, gaming, vinyl collectible toys, high fashion, and live experiences.

- Managed creative projects simultaneously, collaborating with cross-functional teams to deliver impactful campaigns for partners like Mercedes, Epic Games, Tommy Hilfiger, The Weeknd, and Gucci.
- Oversaw departmental budgets of \$500K, ensuring efficient utilization of resources and adherence to financial targets.
- Art directed 3 marketing campaigns for physical and digital products, collaborating with designers and stakeholders to align creative vision with brand guidelines.
- Integrated key management tools in Asana for cross-functional collaboration.
- Produced 3 photoshoots, overseeing model selection, prop styling, and art direction, resulting in visually compelling assets for digital product campaigns.

Highlight Skills: Project Management | Media Production | Budget Management | Brief Making | Art Direction | Photoshoot Production

EDUCATION

- Bachelors, Communication Design | The University of Vermont
- UX/UI Design Certificate | Upright Education