

ANDREW GUIYANGCO

BRAND MANAGEMENT STRATEGIES AND MARKETING



WEBSITE

GOTOANDREW.COM

EDUCATION

- 2011** ● **BFA ANIMATION**
CA College of the Arts
San Francisco, CA
- 2008** ● **RYMAN ARTS**
Ryman Arts, USC
Los Angeles, CA
- 2006** ● **ILLUSTRATION**
Sat High, Art Center
Pasadena, CA

CONTACT

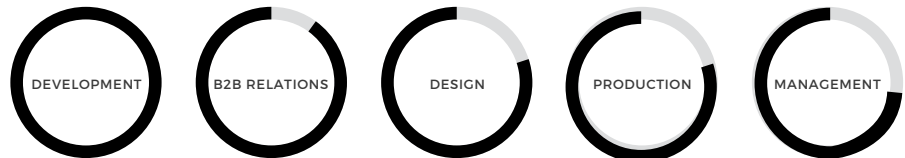
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LINKS

- [www.linkedin.com/andrew-guiyangco](https://www.linkedin.com/in/andrew-guiyangco)
- www.facebook.com/andrewguiyangco
- [instagram @christianandrewg](https://www.instagram.com/christianandrewg)

PROFILE

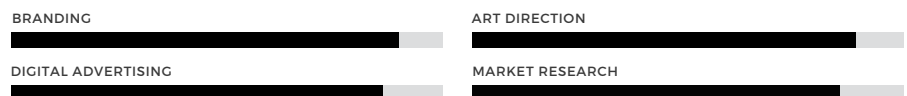
Filipino born, 100% farm raised, Nerd at heart. Editorial-minded creative and business strategist, transforming the way brands enrich consumer experiences through content. With years of experience at consumer startups, media companies and lifestyle brands, brings a unique blend of digital data-savvy creativity with quirky humor. Entrepreneurial at heart and a team player recognized for fervent approach and colorful ideas.



WORK

- 2018-19** ● **BRAND MANAGER (FREELANCE)**
WORLDWIDE TRANSCRIPTION SERVICE, LOS ANGELES, CA, USA
 - Major Website UI/UX Update
 - Art Direction and Project Manager
 - Created marketing content
 - Consulted on Digital Branding and SEO
- 2018** ● **DIGITAL MARKETING CONSULTANT (FREELANCE)**
SCALED POWER INC, SAN FRANCISCO, CA, USA
 - Major Website UI Update
 - Art Direction and Product Photography
 - Created marketing content and produced promos
 - Consulted on Digital Branding and SEO
- 2015-18** ● **SR BRAND SPECIALIST**
FASHION STORK INC, SAN DIEGO, CA, USA
 - Gatekeeper to all content, marketing strategies, inventory and B2B brand relations.
 - Chief creator and developer for company's content and outreach for Marketing Campaigns.
 - Key logistics and inventory manager for the company.
 - Built and managed strategic partnerships with fashion and lifestyle brands.
 - Brand Representative for exclusive events such as LV Market Week and NY Fashion Week.
- 2013-14** ● **ART DIRECTOR**
10DOLLARMALL.COM, SAN DIEGO, CA, USA
 - Content creator for all web banners, newsletters, and social media assets.
- 2010-12** ● **ANIMATOR / PRODUCTION ASSISTANT**
TOKYOPOP INC, LOS ANGELES, CA, USA
 - On-site motion graphics animator and PA primarily for company's first reality show initiative, "America's Greatest Otaku".

SKILLS



SOFTWARE



REFERENCES

- | **Kyu Hee Keogh** - UX Designer | **Phone** +1 (650) 660-9592
- | **Billy Cornejo** - Account Executive | **Phone** +1 (212) 536-5651
- | **Maggie Grubb** - Account Executive | **Phone** +1 (646) 878-1379

P E R R Y E L L I S

Guillermo Cornejo
Account Executive
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To whom it may concern

I'm an Account Executive for the sportswear division of Perry Ellis and I am writing on behalf of Perry Ellis International to recommend Andrew Guiyangco for his excellent work in Brand Management.

When we started working, Fashion Stork was still virtually unknown and the subscription service model was just starting to gain momentum. It started with calls in my office from a guy I did not know. He called daily and left messages, until one day I finally picked up the phone. I was skeptical first, but in just a few minutes, Andrew had sold me the idea of getting the Perry Ellis brand distributed through Fashion Stork. He's pitch was disarmingly funny yet convincing, he was all about the "win-win". He sent me a PDF of the company and walked me through the pros of selling through a subscription based model. After a week, Andrew had negotiated our terms and wrote a sizeable PO that officiated Fashion Stork to be the very first subscription service model Perry Ellis partnered with. Andrew continued to call weekly, checking in, always exploring other opportunities for our companies to expand. In a short period of time, he very quickly became a friend and one of my favorite retailers to sell to. Being that I'm in NY and Andrew is in CA, it's hard to believe that we worked remotely and didn't meet in person until a year after, when he attended NY Fashion Week.

Fashion Stork's business with us grew exponentially in just a few months after our partnership. His go getter attitude was widespread, I wasn't surprised he had opened an account with our sister company, Original Penguin shortly after. His efforts to solidify Fashion Stork as more than just a conduit of distribution but a strategic partner that introduces a new type of consumer experience, continued its influence within the brand. In time, Andrew managed to facilitate a number of meetings with an audience at an executive level, pitching fresh, innovative new ideas and interesting initiatives to the market. He's keen sense of where the retail industry is headed is clearly a fruit of intensive research and his ability to connect through his clients.

That said, I have no hesitation in recommending Andrew for any position that deals with strategic planning and brand management. I am certain that he would go the extra mile and continue his legacy of working above and beyond for your company.

Guillermo Cornejo
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