



## 2020 Design Portfolio

Advertising and Marketing in Print and Online

## OH, HEY.

Thanks for opening up my portfolio. I was going to say “it’s not much,” but I’m told that modesty isn’t a virtue when promoting yourself, so in all honesty: it has some pretty freaking cool stuff.

Some items in this portfolio are for clients; some are for friends; and some are just for the sheer fun of doing something new. No matter their origins, they reflect where I came from, how my brain works and, just a bit, where I aim to be. No project is too hard; no technology is too new; no client is too difficult.

I wasn’t trained in design; I started asking questions, exploring answers and getting my hands dirty, and I fell in love with design along the way. The benefit of being in love with my career means that it is always possible for me to see the best and brightest parts of design, and to aim higher and further than before.

Welcome to my portfolio. I sincerely hope that you enjoy it.

A stylized, handwritten signature in black ink, appearing to read 'Emily Andras'.

Emily Andras  
*Production Manager, Designer, Copywriter*

FOR WORK

## Renaissance Publishing 2020 House Ads

In advance of 2020, I sought input from art directors, editors, and sales representatives for all in-house titles at Renaissance Publishing.

I took that input and used it to make a series of clean, adaptable house advertisements for all of our titles to encourage cross-publication subscription and audience growth.

Thanks to the clean fonts (which are consistently used across all of the publications in different aspects) and the tailored language, when paired with a matching online campaign, subscription numbers have risen for each publication and are projected to continue to rise further in 2020.



**Acadiana Profile offers pure Acadiana—up close.**

Acadiana Profile magazine is the premiere cultural and lifestyle magazine in Acadiana. We're the cultural connection to the best of the region—the best chefs, restaurants, drinks, local goods, artisans, all at your door. Subscribe to get the best of Acadiana.

Visit [MyNewOrleans.com/subscribe](http://MyNewOrleans.com/subscribe) today to receive a part of Acadiana.



**New Orleans Magazine knows New Orleans.**

We're New Orleanians through and through. We know the city—its history and its present. Food, drink, parties, parades, people, all the way up to ya mama 'n dem—we know them all—and we'll keep you in the know. Don't get left out; join the party and subscribe.

Visit [MyNewOrleans.com/subscribe](http://MyNewOrleans.com/subscribe) to get your New Orleans today.



**Biz New Orleans knows business.**

Are you looking for local business news, insightful commentary and great photography? Biz New Orleans has all three and more. We bring together expert columnists, industry news, upcoming events, interviews and commentary to keep the New Orleans business community on the cutting edge. Stay informed: subscribe to Biz.

Visit [BizNewOrleans.com/subscribe](http://BizNewOrleans.com/subscribe) to get your subscription today.



**St. Charles Avenue connects the city.**

So does St. Charles Avenue magazine. Know who's who at every gathering; what to pack for your perfect summer vacation; the charities affecting change in the area; the fashion trends to watch—all between the covers of one magazine. New Orleans' number one philanthropy publication is here to make sure you're never late to the party. Subscribe today.

Visit [MyNewOrleans.com/subscribe](http://MyNewOrleans.com/subscribe) to stay connected.

## Culture, history, beauty— that's a Louisiana Life.

Louisiana Life magazine pairs well with a Louisiana life well-lived. Full of experiences, history, travel, recipes and love for the state, we bring the best of Louisiana to the forefront, featuring nature, hunting, mouth-watering food, fun and the people that make the state great. Experience all aspects of a Louisiana life and subscribe.

Visit [MyNewOrleans.com/subscribe](http://MyNewOrleans.com/subscribe)  
today to receive a part of Louisiana.



COMING IN FALL 2019

## ACADIANA WEDDINGS

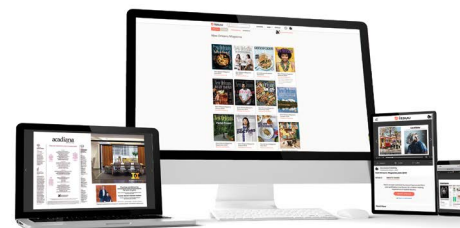
Acadiana Weddings is the premier luxury  
bridal publication of the Acadiana region.  
Weddings showcases everything couples  
need to plan their big day.

FOR MORE INFORMATION, CONTACT:

Rebecca Taylor at 337-298-4424 or  
[rebecca@acadianaprofile.com](mailto:rebecca@acadianaprofile.com)

Like us on Facebook!

Visit our Website to order your  
complimentary subscription:  
[www.acadianawedding.com](http://www.acadianawedding.com)



Stay up to date on the go.

Don't miss out on the deep dives, regular columns, event coverage and  
the rest of what Renaissance Publishing's titles have to offer.

You can find *New Orleans Magazine*, *St. Charles Avenue*, *Biz New Orleans* and more on Issuu, an  
easy-to-use digital magazine platform designed to make getting your content anywhere easier than ever.

To keep up with our digital editions, visit [issuu.com/renaissancepublishing](http://issuu.com/renaissancepublishing)



## New Orleans Bride makes sure that Big Day is truly special.

Whether the Big Day is yours, your child's or your  
client's, you want the best options, opportunities,  
vendors and information when planning a wedding.  
With *New Orleans Bride Magazine*, the information on  
the page is the best. Don't settle for second-best.

Visit [MyNewOrleans.com/subscribe](http://MyNewOrleans.com/subscribe)  
today to start your subscription



## New Orleans Homes & Lifestyles is here for all of your home needs.

Your source for architecture, design updates, advice from industry  
professionals, inspiration and more. Our quarterly magazine covers  
everything for your home, from design and style to recipes and tips.  
Don't miss a trend and don't miss an issue.

Visit [MyNewOrleans.com/subscribe](http://MyNewOrleans.com/subscribe) today



Boudin  
Road trips  
Etiquette  
Mardi Gras  
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Nature  
Opinions  
Architecture  
Weddings  
Fashion  
Food  
Society  
Music  
Philanthropy  
Nightlife  
Business  
Culture  
History

## AT LEAST ONE OF THESE WORDS CAUGHT YOUR EYE.

All of these—and then some—are in the pages of a  
Renaissance publication, from *New Orleans Magazine* to  
*Louisiana Life* to *Biz New Orleans* and more. Our local  
staff brings you to the heart of Acadiana, the best bars in  
New Orleans, the inside of the boardroom and the  
can't-miss society events. To stay up-to-date on all of the  
above and more, subscribe.

## DON'T MISS OUT.

Visit [myneworleans.com/subscribe](http://myneworleans.com/subscribe) today.





FOR FUN

## The Plant Gallery

After working on a series of ads for The Plant Gallery, I wanted to see the possibilities of taking their branding in a fresh direction.

I used an image of lush greenery paired with the strong, tall Morganite font to let the plants speak for the brand while conveying a strong message.





FOR FUN

## Magazine Cover

Working on items like this magazine cover for fun allowed me to play with depth, color and type outside of my day-to-day responsibilities.

*Emf*

**EMILY ANDRAS**  
production manager & designer  
new orleans, louisiana / 504.782.0289  
emily@emilyandras.com / emilyandras.com

**CAREER SUMMARY**  
GRAPHIC DESIGNER | TEAM MANAGER | ADVERTISING COPYWRITER

Four years of experience; proven success in team development, led to an increase in advertisement quality across multiple public copywriting and campaign development. Big picture focused and

### EXPERIENCE

**Renaissance Publishing (2017-Present)**  
Production Manager, Production Designer

- Interviewed, hired, and trained new staff while creating and refining department processes and workflow
- Managed a team of two designers and a traffic coordinator to deliver ads for six in-house and 14 custom publications throughout the year
- Established regular listening sessions with other department heads that led to a full workday's decrease in turnaround time for ad processing
- Developed and led lunch-and-learn sessions, which led to an overall 32% reduction in correction and proof time for ads
- Created and edited print and web advertisements at an average of 42 ads per day
- Organized special sales promotions end to end
- Designed digital and print newspapers across the country
- Created and used



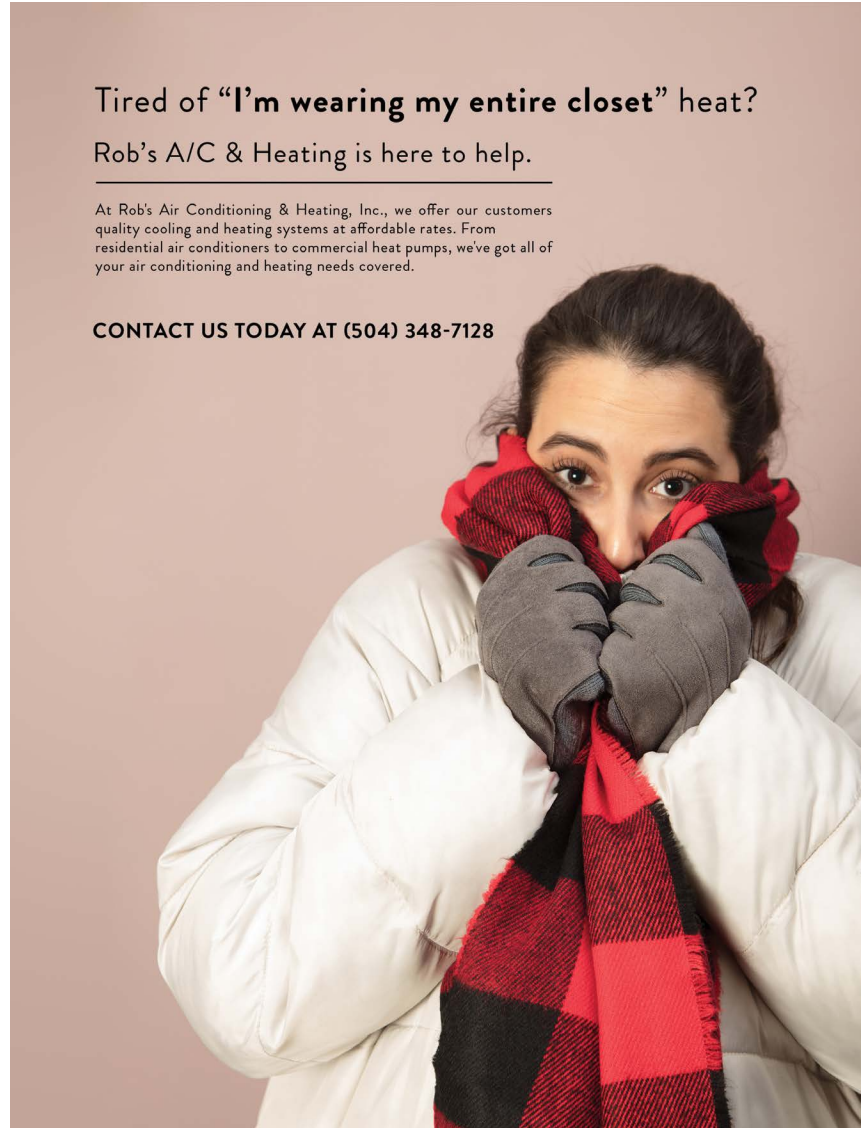


Tired of “I slept in my fridge” A/C?

Rob’s A/C & Heating is here to help.

At Rob’s Air Conditioning & Heating, Inc., we offer our customers quality cooling and heating systems at affordable rates. From residential air conditioners to commercial heat pumps, we’ve got all of your air conditioning and heating needs covered.

CONTACT US TODAY AT (504) 348-7128



Tired of “I’m wearing my entire closet” heat?

Rob’s A/C & Heating is here to help.

At Rob’s Air Conditioning & Heating, Inc., we offer our customers quality cooling and heating systems at affordable rates. From residential air conditioners to commercial heat pumps, we’ve got all of your air conditioning and heating needs covered.

CONTACT US TODAY AT (504) 348-7128

FOR WORK

## Print Advertisements, Various Clients

The nature of working in magazine advertisement means that the client—and the salesperson—is always first. By its nature it leaves little room for creative experimentation, but sometimes an idea struck me so strongly that I made concept ads and brought them to the client. Sometimes they were chosen; sometimes they weren’t.

Either way, it was an exercise that encouraged me to think creatively, to learn to temper pure creativity with rationality and to balance the needs of the client with a drive to try something new. It also allowed me the opportunity to experiment with copywriting, effective ad layouts and communication styles.

**CELEBRATING  
41 YEARS OF  
BUSINESS IN  
LAFAYETTE.**



Esquire magazine has named F. Camalo as one of the Top 100 Menswear Stores in America for 20 straight years.

**F.CAMALO**

The finest selection of luxury menswear from Italy featuring made-to-measure suits and jackets by Ravazzolo. Suits, jackets, trousers by Canali, Trussardi, Zanella and Luciano Barbera. Made-to-measure dress shirts by Mel Gambert. Gravati shoes & Lucchese boots.

416 HEYMANN BLVD., OIL CENTER 233.4984 F.CAMALO.COM



**TURKEYS WITH  
DRESSING.**

INDY EYEWEAR  
LIKE NOWHERE ELSE.

**Art & Ey&s**

3708 MAGAZINE STREET | 504.891.4494  
ARTANDEYESNEWORLEANS.LA.COM

**GAUTREAU'S**  
— FOR DINNER —



# wine, dine & design

Chairmen: Adrienne and Archie Casbarian  
and Amie and Stephen Farnsworth

AUDUBON TEA ROOM  
Preview Party: Wednesday, October 2  
Luncheon: Thursday, October 3

**Contact Jeanel Luquette  
at 504.830.7232 or  
Jeanel@MyNewOrleans.com**

*St. Charles Avenue* is proud to announce its 4th annual "Wine, Dine, & Design" tablescapes event. From linens and chair backs, to glassware and cutlery, each table is specially designed and created by local retailers and designers to create an unforgettable evening. Proceeds from this event will benefit Bastian, a neighborhood purposed in providing aid to returning warriors and families with lifelong rehabilitative needs.

Your contribution will provide relocation assistance, career path planning and counseling, mind & body wellness programming, and a year of counseling with a social worker to a family in need.

**HAPPINESS**  
**FIVE HAPPINESS**  
SZECHUAN - MANDARIN CUISINE

THANK YOU NEW ORLEANS FOR CHOOSING US AGAIN  
AS YOUR FAVORITE ASIAN AND CHINESE RESTAURANT!

3605 S. Carrollton  
504-482-3935  
fivehappiness.com

Open for lunch  
& dinner 7 days  
Banquet room available

**WITRY COLLECTIVE**

**Client-Driven Real Estate with Collective Results!**

900 Camp Street, Suite 301, New Orleans, LA 70130  
(504) 291-2022 • [WCnola.com](http://WCnola.com)  
Licensed in Louisiana, USA

**EMILY ANDRAS | 8**



2018

# JOURNAL

SARAH GAILEY 27 MIKAELA SANDERS 49 AUSTIN  
JIM MCINTYRE 112 JAMI ATTENBERG 1



FOR FUN

## Untitled Literary Journal Concept

A coworker and I were idly talking about, in some possible future, launching a literary magazine. In this concept, I combined the traditional elements of a lit journal with the more contemporary aesthetic aspects of a glossy four-color magazine, envisioning an end product that felt like a luxury while providing valuable literary content.



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*EmS*

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**R READS**

### STARS BETWEEN OUR FINGERS

*Simon Liszt / Architect / \$23.79*

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BOOK REVIEWS



### PROMISE NOT TO LAUGH

*Meredith Gray / Simon & Schuster / \$15.59*

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★★★★★

EMILY ANDRAS | 10





## FOR WORK

# Renaissance Publishing Sponsored Client Ads

Several publications choose to run advertising sections, in which ad content is made to look like editorial content, based on a certain theme. I designed the majority of sponsored sections, including (clockwise, from top left) Faces of New Orleans, Ladies Who Launch and Medical Profiles for a variety of magazines.



## MULLIN FACE OF CORPORATE LANDSCAPES

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mullin.com // 504.873.2739 // 1802 Metairie Road, Metairie

## DOCTOR OR CLINIC NAME

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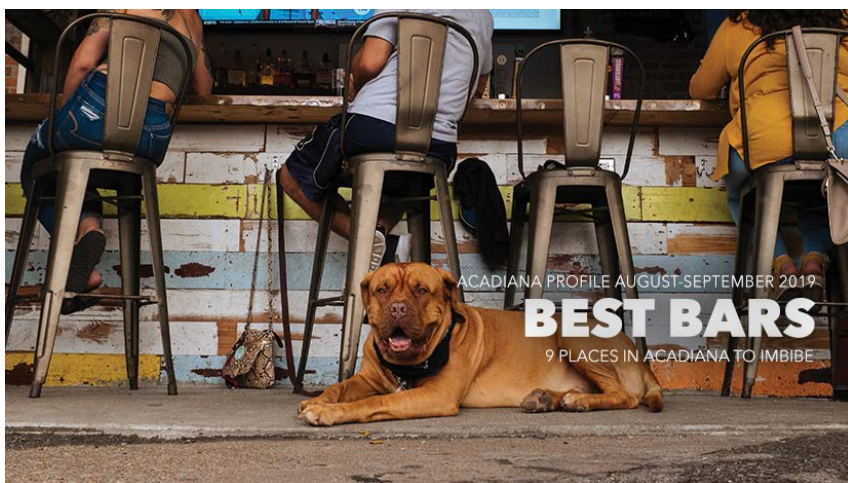
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111 St. Charles Avenue, New Orleans | XXX-XXX-XXXX | websiteurl.com

Possible photo caption to run here





FOR WORK

## Magazine Facebook Cover Photos

I worked with our digital editor to create monthly promotional campaigns for our editorial content, which included creating new Facebook headers to match our content and branding for each publication. She provided headlines (or we brainstormed them together) and I created graphics.

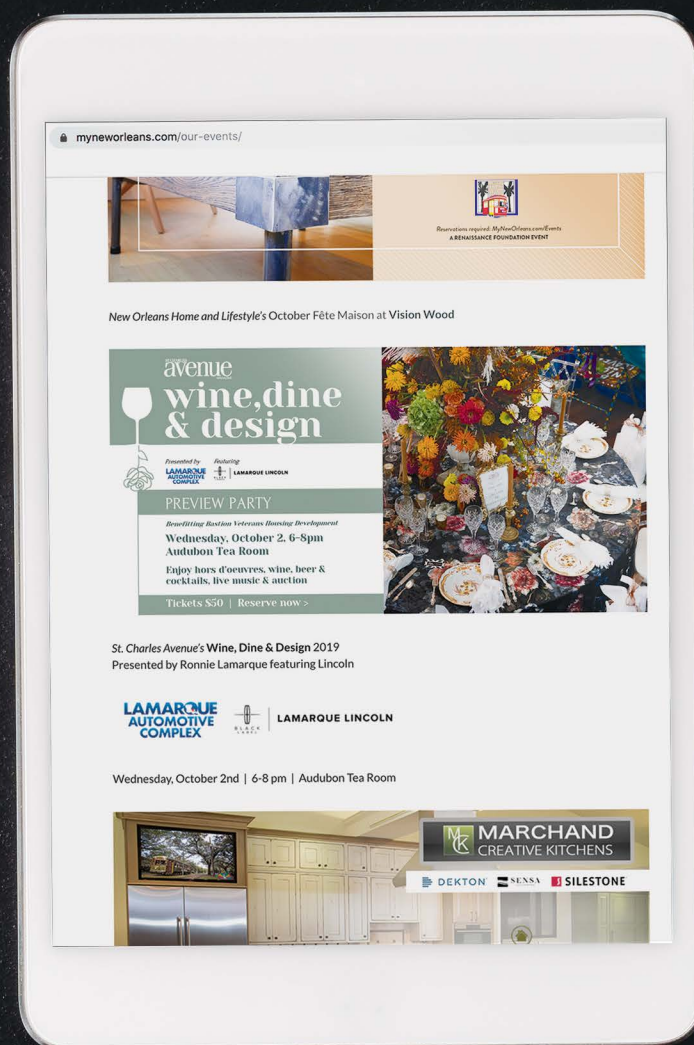
I chose the typography for each magazine that was used for all graphics for the publications, and worked with art directors and our digital editor to make sure we were forming a cohesive digital brand that reflected our print identity in a way that made sense online.



## FOR WORK

### Various Events Web Collateral

The company hosts several in-house and client events throughout the year; for each event, I help create social media posts, web ads of various sizes, custom newsletters, landing pages and more to promote the events and facilitate attendance.



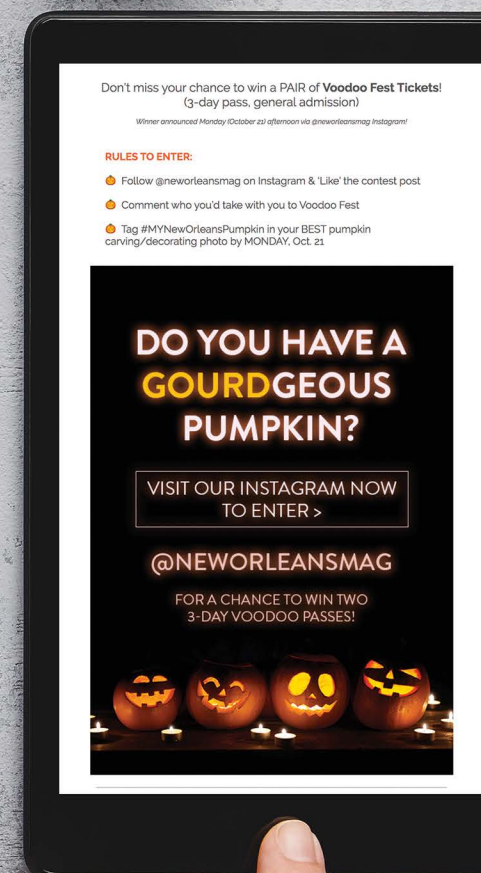


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FOR WORK

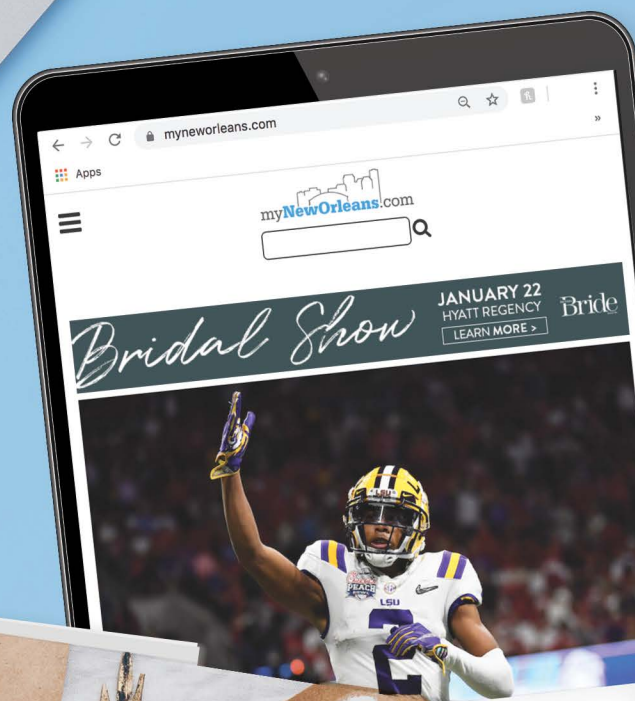
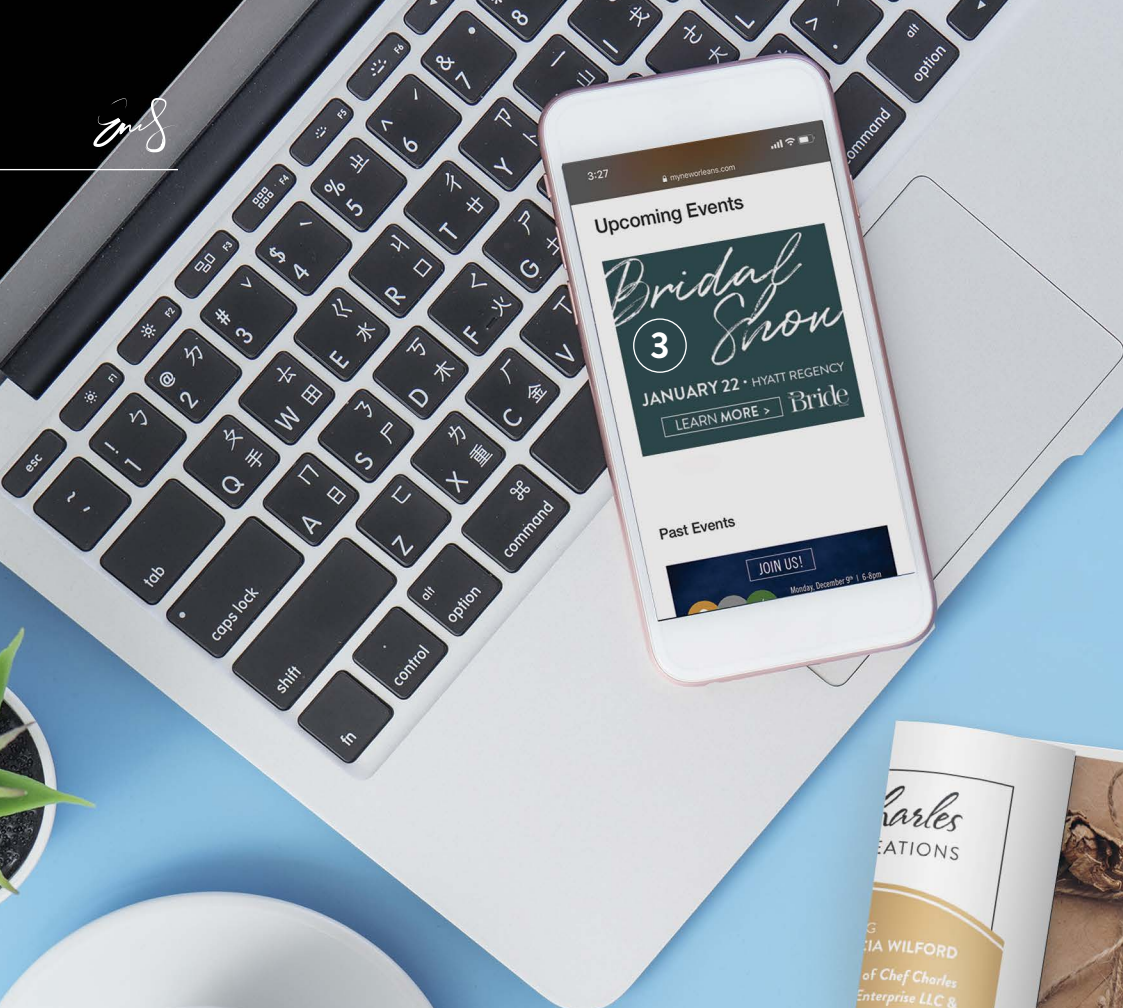
## Pumpkin Carving Contest Collateral

Working with our marketing team and our digital editor, I wrote copy and created web promotional materials for a pumpkin carving contest designed to boost social media interaction on one of our main social channels.





Emily



1

**Bride**  
**SAVE THE DATE**  
YOU ARE INVITED TO ATTEND NEW ORLEANS BRIDE MAGAZINE'S  
*Bridal Show*  
January 22, 2020, 6-8:30pm  
HYATT REGENCY NEW ORLEANS ELITE HALL / 601 LOYOLA AVENUE  
Over 130 top wedding experts, bridal fashions, free tastings and more. Win a honeymoon trip and great door prizes!  
RESERVE YOUR SPOT AT [BRIDENEWORLEANS.COM](http://BRIDENEWORLEANS.COM)



2

## FOR WORK

### New Orleans Bride's Semiannual Bridal Show, January 2020

I worked together with the event coordinator to discover a new, fresh take on the collateral for the show, which includes vouchers, invitations, print and web advertisements, customized newsletters, billboards and more. Taking her desire for a clean, fresh and photogenic look, I created a set of materials styled after a wedding suite.

- 1 Printed invitations
- 2 Print advertisements
- 3 Animated web advertisements
- 4 Show program
- 5 Bride & groom vouchers
- 6 Champagne voucher

4

5

6