

@ANDREW FENNEL

Andrew
Fennell

DESIGN
PHOTO

PORT FOLIO

WWW.ANDREW FENNEL.COM

2025

CREATIVE ENTREPRENEUR

Andrew Fennell is a versatile creative professional based in New York City, known for his work as a portrait photographer, graphic designer and creative director. Drawing on his New York roots and Jamaican heritage, Andrew infuses his work with a rich cultural perspective and a passion for storytelling. As a seasoned traveler, he translates global influences into compelling visual narratives, whether he's capturing cover photos, crafting marketing campaigns, or designing tour assets. With a keen eye for detail and a commitment to pushing creative boundaries, Andrew continues to make a significant impact in the industry, all while balancing a fulfilling personal life as a dedicated husband and father.



SOME PARTNERS AND
CLIENTS YOU MIGHT
RECOGNIZE

SiriusXM
EXPERIENCE RADIO

Toni
Braxton

Sprint

creativejenius.

EMPIRE
STORES
HUNTER, BROOKLYN



WARNER MUSIC GROUP



ALAMO
RECORDS

Inked
NATURAL BODY ART



MIGOS

VIACOM



LOVE &
HIP HOP
NEW YORK

RICK
ROSS



Epic



En Vogue

DIAGEO

NICKI MINAJ



MONSTER

JANET



SICKRICK



Black Ink Crew



RCA

T TANDUAY
RUM

ROC NATION

Time Out
MARKET



EXPERTISE & SKILLS

Creative Direction

- Concept Development
- Brand Strategy & Identity
- Visual Storytelling

Photography

- Portrait & Lifestyle Photography
- Headshots & Press Photos
- Product Photography

Graphic Design

- Marketing Collaterals
- Album & Cover Art Design
- Logo & Brand Identity

Videography & Editing

- Music Video Editing
- Social Media Video Content
- Tour & Event Recaps

Client Relations & Project Management

- Strategic Planning & Scheduling
- Budgeting & Deliverables Management
- Collaborative Teamwork

Event Branding & Tour Assets

- Merchandising & Tour Design
- Print & Digital Promotion
- Interactive Experiences

Social Media & Digital Assets

- Social Media Campaigns
- Influencer & Brand Partnerships
- Engagement-Driven Content

Web Design & Development

- Responsive Website Design
- UI/UX Optimization
- Portfolio & E-Commerce Sites



HISTORY & DATA

VERY PROUD
ABOUT THIS



FREELANCE PHOTOGRAPHER (2012 - Present)

Over 400+ successful portrait sessions completed for clients include: Sony Music, Columbia Records, RocNation, Warner Music Group, RCA Records, Epic Records, SiriusXM, Sprint, Reebok, WNBA, VH1, TVone

FOUNDER | STUDIO3K (2018 - Present)

Managed operations for a busy rental studio, overseeing 100+ photoshoots annually.

CO-FOUNDER | FRAME OF MIND PROJECT (2024 - Present)

Co-founded a non-profit offering free photography education to 20+ young storytellers. Developed programs teaching 21st-century skills, with 90% of participants gaining confidence. Organized 10+ workshops and exhibitions to help young artists build portfolios.

CREATIVE DIRECTOR | VIPER RECORDS (2020 - 2023)

Directed creative vision for 20+ album artworks, videos, and campaigns, increasing brand recognition by 30%. Managed budgets and coordinated teams to align with marketing goals, boosting social media engagement by 20%.

CREATIVE DIRECTOR | COLUMBIA RECORDS' LOST RINGS (2018 - 2020)

Oversaw creative direction for campaigns, enhancing label recognition. Collaborated with A&R and executives on strategic goals and implemented consistent brand guidelines. Directed photoshoots to boost the visibility of the label's roster.

ART DIRECTOR | MOTOWN & QUALITY CONTROL RECORDS (FREELANCE) (2022 - 2023)

Designed 20+ social media and DSP visuals, increasing fan engagement by 30%. Managed branding for 15 major releases, ensuring consistency across digital platforms. Notable projects include Ne-Yo, City Girls, Diddy, Leon Thomas, LaKeyah, Kern, and Tiana Major9.

ART DIRECTOR | IMPERIAL MARKETING GROUP LLC (2018 - Present)

Directed 50+ creative campaigns, boosting client engagement by 40%. Oversaw 100+ multimedia assets to enhance branding, coordinating with teams to meet expectations. Notable projects include Janet Jackson, Tiana Stone, Soho House, Songfluencer, and mTheory.

ART DIRECTOR | CREATIVE JENIUS (2022 - Present)

Executed 30+ high-impact projects, including branding and multimedia production, and 10+ innovative strategies that improved client visibility. Notable projects include the Tamron Hall Show, Johnny Wright, Bevy Smith, Jawara, and BlackStage x Soho House.



DIGITAL PRESENCE AND
STREAMING VISUALS

JANET JACKSON

PROJECT ROLE

CREATIVE DIRECTION
WEB DESIGN
MARKETING DESIGN

DIGITAL PRESENCE ^{AND} STREAMING VISUALS



Client: Janet Jackson
Role: Graphic Designer

Overview:

I had the opportunity to work with the iconic Janet Jackson, focusing on enhancing her online presence and digital streaming platform visuals. The project involved designing a visually striking website splash page and creating eye-catching graphics for her digital streaming platforms (DSPs) to promote her music and engage her fanbase.

Key Contributions:

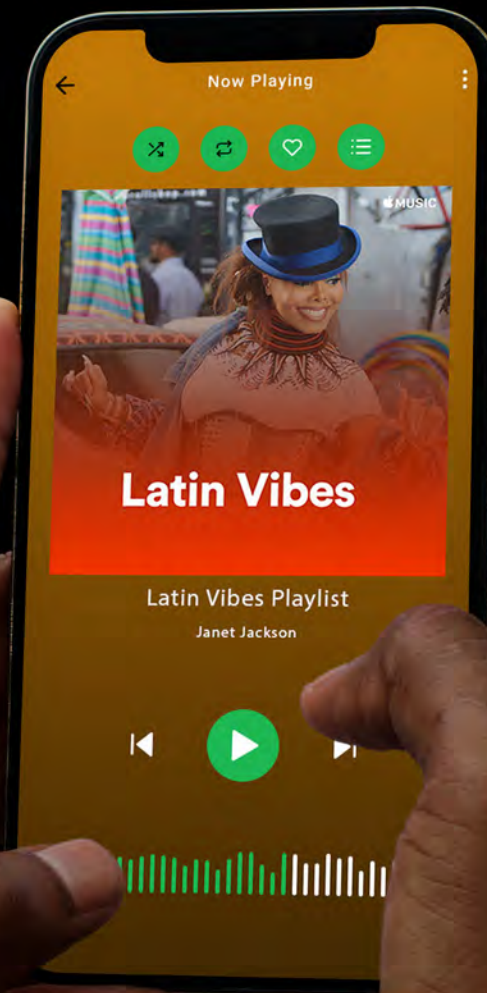
- **Website Splash Page Design:** Designed a dynamic, visually captivating splash page for Janet Jackson's official website, aligning with her brand's bold and elegant aesthetic. The design served as the entry point to her online presence, ensuring a memorable first impression for visitors.
- **DSP Graphic Design:** Developed custom graphics for Janet's digital streaming platforms, including artwork for album releases, promotional banners, and profile visuals. These designs were optimized for various platforms, ensuring consistency and impactful visual representation across services like Spotify, Apple Music, and Tidal.



ICON

RESULTS

- The website splash page design attracted over 100,000 visitors in the first week of the campaign.
- Generated 20% more click-throughs to digital streaming platforms via the newly designed DSP assets.
- Enhanced user experience and streamlined digital touchpoints, contributing to a 25% increase in fan engagement.



DESIGN
PROCESS



TANDUAY RUM

A GLOBAL
SUCCESS STORY

PROJECT ROLE

ART DIRECTOR
PHOTOGRAPHER
GRAPHIC DESIGNER

A GLOBAL SUCCESS STORY



CLIENT: **TANDUAY RUM**

ROLE: ART DIRECTOR, GRAPHIC DESIGNER, PHOTOGRAPHER

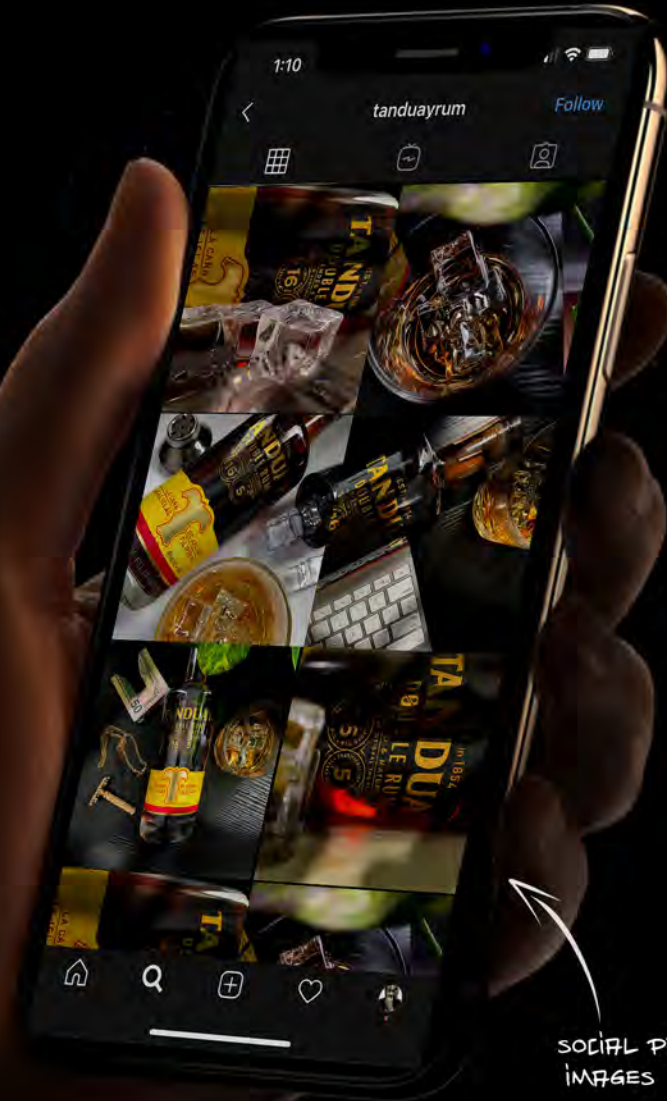
DURATION: 2017-2019

Overview:

In partnership with Planet X, I played a key role in Tanduay Rum's historic rise, contributing as a graphic designer, art director, and product & lifestyle photographer. Our mission was to elevate Tanduay's U.S. presence and global sales, leading to it becoming the world's #1 selling rum in just two years.

Key Contributions:

- **Innovative Branding & Design:** Developed a cohesive visual identity for U.S. campaigns, creating impactful designs across digital and experiential platforms.
- **Influencer Marketing & Partnerships:** Directed visuals for high-profile campaigns, including Tanduay's groundbreaking partnership as the Official Rum of the Brooklyn Nets and Barclays Center—making Tanduay the first Filipino company to sponsor an NBA team and arena.
- **Product & Lifestyle Photography:** Captured imagery that anchored influencer campaigns and brand activations, enhancing brand appeal.



SOCIAL PRODUCT
IMAGES



WINDOWS ADS

RESULTS

- Achieved a 17% increase in global sales within two years, surpassing Bacardi as the world's best-selling rum.
- Drove over 32% growth in brand visibility through strategic influencer marketing and experiential activations.
- Secured a historic partnership as the first Filipino company to sponsor the NBA's Brooklyn Nets and the Barclays Center.



BOTTLE HANGER TAG



FLYERS



CREATIVE DIRECTION

SONY MUSIC LOST RINGS

PROJECT ROLE

CREATIVE DIRECTION
BRAND STRATEGY
BRANDING
PHOTOGRAPHY
SINGLE ARTWORK

CREATIVE
DIRECTION



Client: Lost Rings (Sony Music / Columbia Records)
Role: Creative Director
Date: April 2019 - 2020

Overview:

In late 2019, Sony Music and Columbia Records launched a new imprint called Lost Rings, dedicated to promoting artists who blend their passion for video games and music. As the creative director for Lost Rings, I had the unique opportunity to build the brand from the ground up, leading the visual direction and crafting a cohesive aesthetic across all touchpoints.

Key Contributions:

- **Branding:** Developed the visual identity of Lost Rings, ensuring the brand represented the synergy between music, gaming culture, and artistic innovation. This included logo design, color schemes, and overall visual guidelines.
- **Photography:** Directed and executed dynamic photoshoots that captured the essence of the label's artists, blending gaming and music into visually compelling imagery for promotional use.
- **Music Artwork:** Designed album and single artwork that resonated with the label's unique crossover audience, utilizing vibrant, futuristic visuals that appealed to both gamers and music lovers.
- **Social Art:** Created eye-catching social media assets to promote Lost Rings artists and releases, maintaining brand consistency while engaging the label's growing online community.

LOST RINGS PRESENTS:

PLAYER SELECT

BUNNYMIGHTGAMEU



SUNZI



BLACKCRYSTEL



ALBUM ART
RED ROLL OUT

RESULTS

- Increased brand awareness for Lost Rings by 40% within the first year through strategic branding and marketing efforts.
- Social media engagement grew by 30% across platforms, building a dedicated community of music and gaming fans.
- Successfully launched the new label with over 100,000+ streams in the first 6 months across DSPs.
- Produced branded assets for 3 artists, contributing to the overall growth and visibility of the imprint.

BUNNY
MIGHTGAMEU



MUSIC ARTWORK



BLACK
KRYSTEL

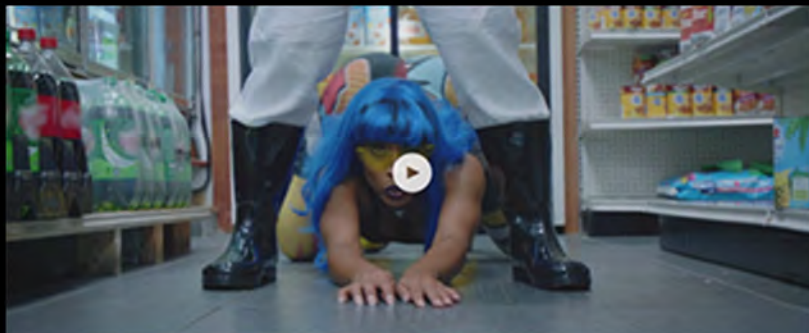
GAME U

SUNZI

BRANDING
DEVELOPMENT

BLACKKRYSTEL
PARTY UP





MUSIC VIDEOS

PRESS PHOTOS
FOR ARTIST



ATWIB

PROJECT ROLE

BRANDING DESIGNER
ART DIRECTOR
PHOTOGRAPHER
VIDEO EDITOR



TELLING STORIES
EMPOWERING VOICES

VISUALIZING THE SOUND



Client: All the Women I've Been

Role: Branding Designer, Art Director, Photographer, Video Editor

Date: Ongoing

Overview:

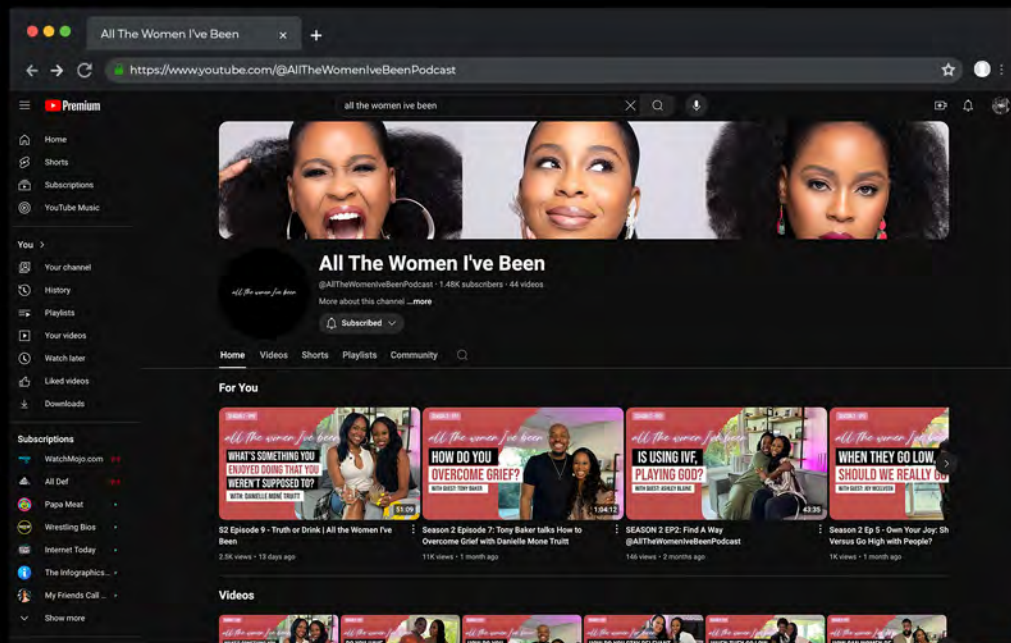
As part of the creative team for the podcast "All the Women I've Been," I contributed to crafting the show's visual and audio identity. This included creating dynamic branding, shooting and editing episodes, producing social media clips, and photographing the host to bring a cohesive and polished presence to the podcast's platform.

• Key Contributions:

- **Branding & Art Direction:** Developed the podcast's visual identity, designing the logo and creating a distinctive brand aesthetic that reflects the powerful, personal narratives shared on the show.
- **Photography:** Shot portraits and promotional photos of the host, used across marketing materials and social media to enhance the podcast's professional image.
- **Video Production:** Assisted with filming episodes, ensuring high-quality visuals, and contributed to the editing process to deliver engaging, well-polished content.
- **Social Media Clips:** Created engaging clips for social media promotion, helping to grow the podcast's audience and drive engagement.

BRANDING DESIGN



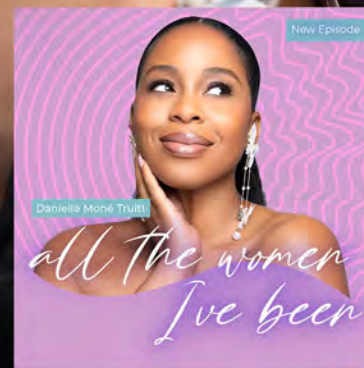


PRESS PHOTOS

RESULTS

- Grew the podcast's audience by 20% through consistent branding and dynamic social media content.
- Increased social media engagement by 30%, contributing to higher episode downloads and listener retention.
- Delivered over 50 social clips and photography assets, enhancing the podcast's overall visual presence.
- Helped increase episode views by 15% through improved visual and promotional strategies.

SOCIAL
ASSETS




A full-page background image of the rapper KEM performing on stage. He is wearing a teal suit and is captured in a dynamic pose, singing into a microphone with his mouth wide open. The stage is dark, with bright spotlights creating a hazy, atmospheric effect. The overall color palette is dominated by dark blues and greys, with the teal of his suit providing a strong contrast.

KEM

PROJECT ROLE

ART DIRECTOR
MARKETING DESIGN
SOCIAL MEDIA ASSETS
VIDEO EDITING
TOUR ASSETS

TOUR
PROMOTION

A hand-drawn white arrow originates from the text 'TOUR PROMOTION' and points towards the teal suit worn by KEM.

TOUR PROMOTION

Client: **KEM**
Role: Art Director
Duration: 2022-2023

Overview:

I had the privilege of working with Grammy-nominated R&B singer KEM on the promotion of his nationwide tour. My role involved providing creative direction and producing a range of marketing and tour assets designed to boost tour visibility and elevate the concert experience for fans. The project encompassed concert posters, social media assets, video content, and more.


Key Contributions:

- **Creative Direction & Design:** Developed a cohesive visual identity for the tour, ensuring that all promotional materials—from posters to banners—aligned with KEM's brand and musical aesthetic.
- **Social Media & Video Assets:** Designed and edited dynamic social media graphics and promotional videos, contributing to a broader online presence and fan engagement leading up to the tour.
- **Tour Assets:** Created high-quality tour visuals, including posters and banners, enhancing the concert experience with a unified look across all venues.

IMPACT

- Produced a cohesive marketing campaign that generated over 50,000 online impressions in the first two weeks.
- Increased concert attendance by 15% through effective digital and print promotion.
- Designed social media assets that boosted fan engagement by 35% across major platforms.
- Delivered all creative assets 10% ahead of schedule, ensuring ample time for pre-tour promotion.





CELEBRATING
NATURAL BEAUTY

JOHNNY WRIGHT

PROJECT ROLE

WEB DESIGN
MARKETING DESIGN
SOCIAL MEDIA ASSETS
MERCH DESIGN
LOGO DESIGN

CELEBRATING
NATURAL BEAUTY



Client: Johnny Wright (Celebrity Hairstylist & Author)
Role: Art Director
Duration: 2023 - 2024

Overview:

The Naturally You Tour, a national event series led by celebrity hairstylist Johnny Wright, aimed to create a safe, empowering space for individuals with natural and curly hair to connect, heal, and embrace their unique beauty. I was tasked with developing a comprehensive branding strategy that encompassed logo design, website development, social media assets, physical print materials, and tour merchandise.

Key Contributions:

- Logo Design: Created a visually compelling logo that symbolized empowerment and authenticity, aligning with the tour's mission.
- Website Development: Built a user-friendly, responsive website that became the primary hub for tour information, registration, and merchandise.
- Social Media Assets: Developed cohesive social media graphics to engage audiences before, during, and after the tour, keeping the conversation alive and building anticipation.
- Physical Print Materials: Designed visually aligned posters, flyers, and banners that enhanced the on-site experience at each event.
- Tour Merchandise: Designed custom tour merchandise, including t-shirts, hats, and tote bags, ensuring consistent branding across all touchpoints.



BRANDING
DEVELOPMENT



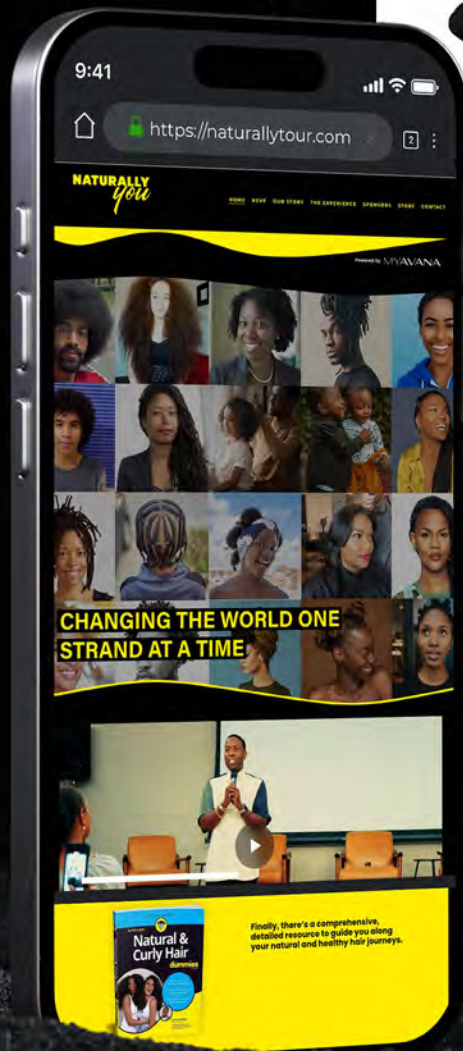
"But when you embrace your natural look, you can **inspire**, and you can feel **con-fident**."

Johnny Wright
Natural & Curly Hair For Dummies



RESULTS

- Increased event attendance by 30% through strategic branding and marketing efforts.
- Social media engagement grew by 35% due to consistent, high-quality assets and promotions.
- Merchandise sales exceeded projections by 15%, with unique, eye-catching designs that resonated with attendees.
- Successfully developed and launched a branded website that received 10,000+ visitors within the first month.



VIPER RECORDS

PROJECT ROLE

CREATIVE DIRECTOR
PHOTOGRAPHER
GRAPHIC DESIGNER

ELEVATING
INDEPENDENT MUSIC



ELEVATING INDEPENDENT MUSIC



CLIENT: **VIPER RECORDS**
ROLE: CREATIVE DIRECTOR
DURATION: 2020-2023

Overview:

As the Creative Director for Viper Records from 2020 to 2023, I led the label's creative vision across multiple platforms. My work spanned creative direction, marketing design, social media assets, web development, and music streaming visuals. During this period, I managed the rollout of several artists and contributed significantly to the label's overall creative strategy.

Key Contributions:

- **Creative Direction & Marketing:** Directed the visual rollout for numerous artist campaigns, maintaining consistent branding across all platforms.
- **Social Media & Streaming Assets:** Designed impactful visuals for social media and streaming platforms, enhancing both artist and label visibility.
- **Web Development:** Developed and maintained Viper Records' website, ensuring a seamless user experience and a strong online presence.



WEBSITE
DEVELOPMENT

MERCH
DESIGNS

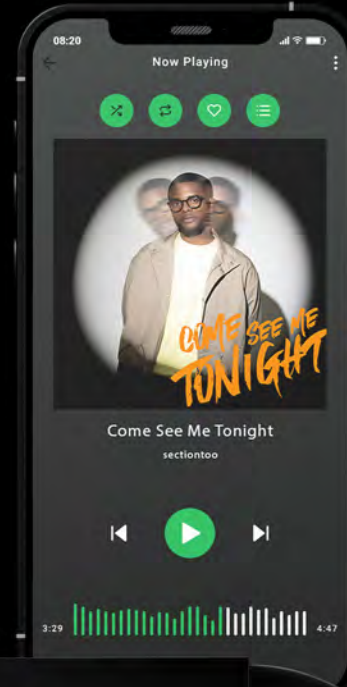




PRESS
PORTRAITS

RESULTS

- Contributed to a 30% increase in brand recognition through consistent and innovative branding efforts.
- Designed and delivered 10+ album and single covers, elevating the overall visual identity of the label.
- Boosted social media engagement by 22% across Viper Records' platforms, strengthening fan interaction.
- Managed creative budgets efficiently, reducing production costs by 15% while maintaining high-quality outputs.



DSP DESIGN
MUSIC ARTWORK





TURNING BEATS
INTO THREADS

DREAMDOLL

PROJECT ROLE

WEB DESIGN
MARKETING DESIGN
SOCIAL MEDIA ASSETS
MERCH DESIGN
LOGO DESIGN

TURNING BEATS
INTO THREADS



Client: DreamDoll

Role: Creative Director, Merch Designer

Date: August 2020

Overview:

In August 2020, I had the exciting opportunity to work with DreamDoll, a rising star in the music industry, to launch her first merch store. The project revolved around her hit single "AH AH AH," where I created the single artwork and designed a series of merchandise that aligned with her vibrant, bold persona.

Key Contributions:

- **Merch Store Setup:** Designed and launched DreamDoll's first official merchandise store, curating products that resonated with her fans and reflected the energy of the "AH AH AH" single.
- **Single Artwork:** Developed eye-catching single artwork that embodied DreamDoll's bold and confident style, creating a visual that stood out across digital streaming platforms.
- **Merch Designs:** Created a cohesive line of merchandise that included t-shirts, hoodies, and accessories, all featuring designs inspired by the single's themes and visuals, amplifying the connection between her music and her brand.



SINGLE
ARTWORK



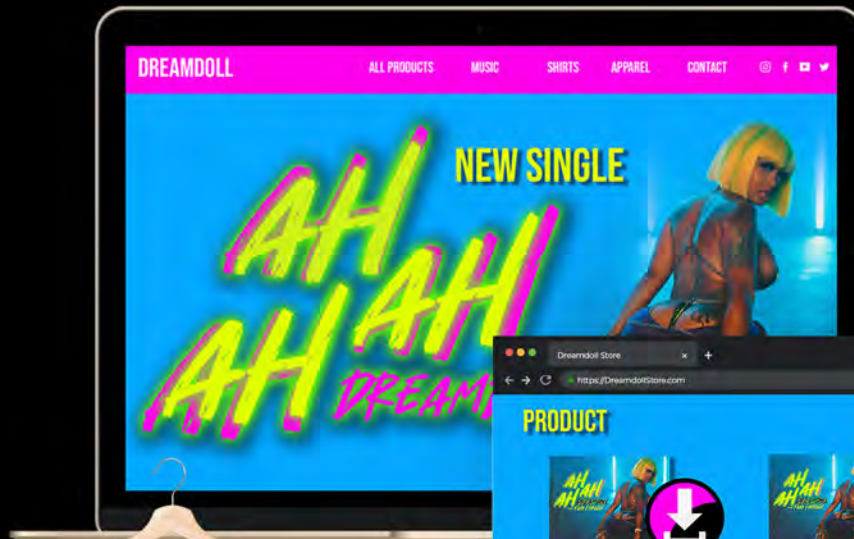
BRANDING
DESIGN

RESULTS

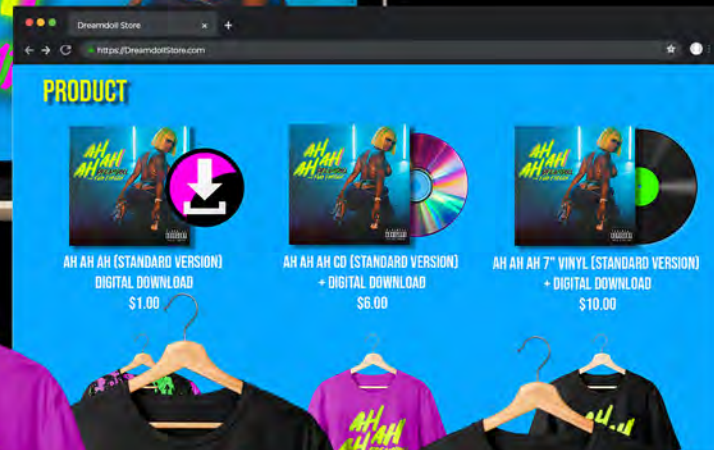
- The merch store launch resulted in 200+ units sold in the first month, exceeding initial projections by 20%.
- Generated over 50,000 page views on the merch store within the first two weeks of the campaign.
- The single artwork design helped drive a 6% increase in engagement across DreamDoll's social media platforms.
- Successfully delivered all assets 5 days ahead of schedule, allowing for a smooth and timely launch.



MERCHANDISE
DESIGN



WEBSITE
DEVELOPMENT



JOHNNY APOLLO

PROJECT ROLE

CREATIVE DIRECTION
SINGLE ARTWORK
SOCIAL MEDIA DESIGN
MARKETING DESIGN

Visualizing
THE SOUND

VISUALIZING THE SOUND



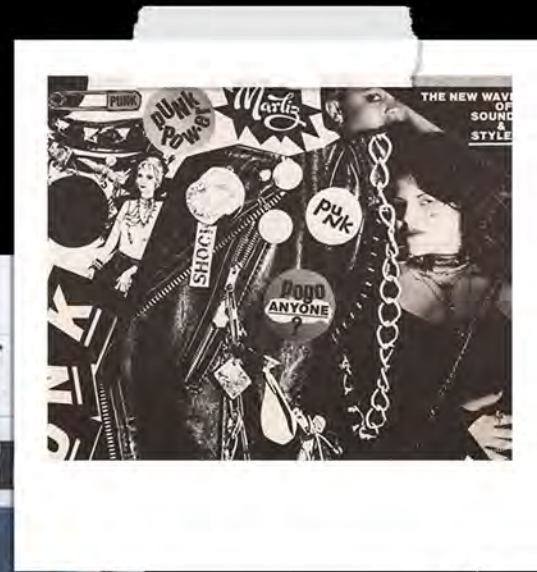
Client: Johnny Apollo | Rowdy Records
Role: Creative Director, Marketing Designer
Date: April 2020

Overview:

In April 2020, I was tapped to develop the first release artwork for Rowdy Records' artist Johnny Apollo. Alongside designing the single artwork, I was responsible for creating the marketing assets that would drive the promotion of the single across digital platforms.

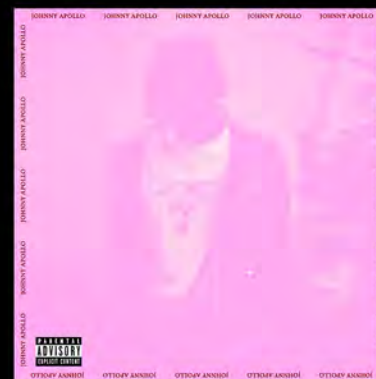
Key Contributions:

- **Single Artwork:** Created striking artwork for Johnny Apollo's debut release under Rowdy Records, capturing the artist's unique sound and persona in a visually engaging way.
- **Marketing Assets:** Designed a suite of online promotional materials, including social media visuals and digital banners, to build anticipation and drive visibility for the single.



INSPIRATION

ANARCHY • JAMIE REID • SEX PISTOLS
70s / 80s UK PUNK • DAVID CARSON



DRAFT PROCESS



RESULTS



- Boosted social media engagement by 15% with high-quality marketing assets for the single promotion.
- Achieved over 30,000 streams within the first two weeks of release, leveraging eye-catching visuals.
- Helped increase online interactions by 20%, enhancing fan excitement for Johnny Apollo's debut.
- Successfully delivered all creative assets within a 1 week timeline, ensuring a timely and well-executed release.

FINAL ARTWORK





PHOTOGRAPHY

As a portrait photographer, I specialize in capturing the essence of my subjects, creating images that tell their unique stories. Whether photographing artists, celebrities, or businesses, I focus on aligning each portrait with their brand, ensuring a high level of authenticity and connection. With over a decade of experience and more than 400 portrait sessions completed, my work reflects a commitment to quality, creativity, and a keen eye for detail that brings each subject to life.





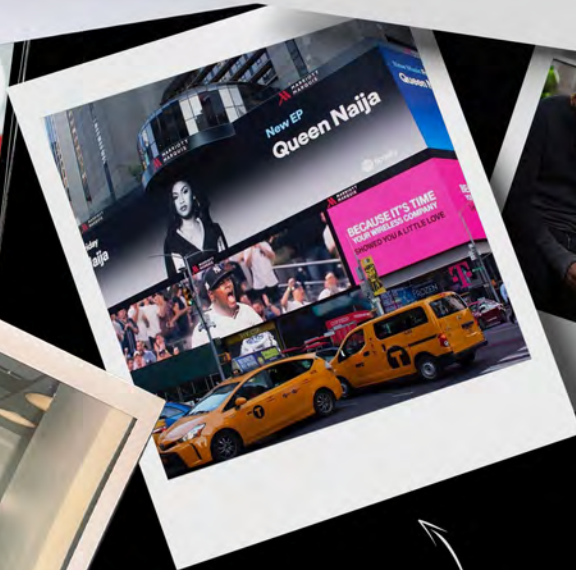
SOURCE MAGAZINE
X YO GOTTI



MYA



HEY NICKI



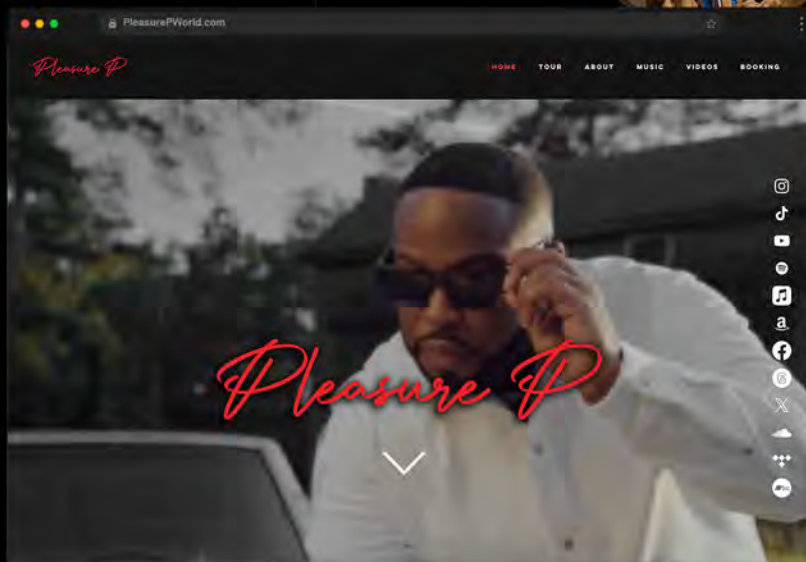
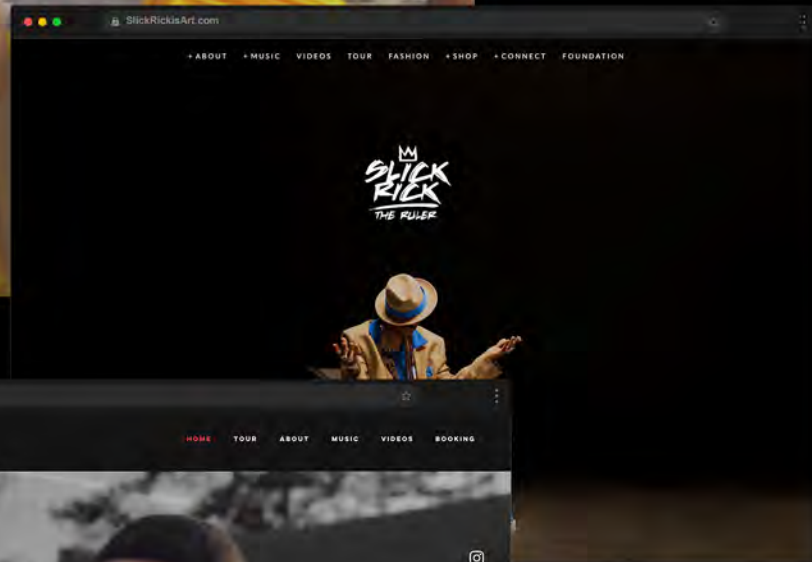
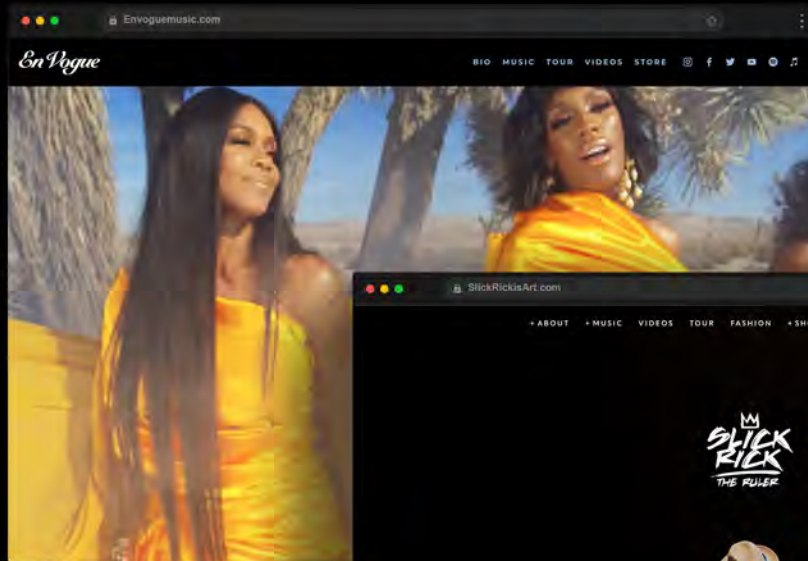
SPOTIFY BILLBOARD
TIMES SQUARE



ON SET
WITH ASAKE
H.E.R

WEB DESIGN

With a strong foundation in front-end web development, I create visually stunning and responsive websites that offer an intuitive user experience. My approach to web design focuses on aligning aesthetics with functionality, ensuring that each site is not only beautiful but also easy to navigate. From splash pages to full-scale websites, I've developed and maintained 25+ web projects for high-profile clients, including En Vogue, Slick Rick, and Janet Jackson, enhancing their digital presence and engagement with their audiences.



30+ SITE DESIGNS
SEE MORE AT
ANDREW FENNEL.COM

LET'S WORK

REACH OUT

WWW.ANDEWFENNELL.COM

ANDEW@ANDEWFENNELL.COM

TIME TO CREATE



AND YES I CREATED
THIS DECK, SO IF YOU
NEED ONE I CAN DO
THAT TOO