

ANDREW SCHOENGOLD

SENIOR DIRECTOR, CREATIVE SERVICES
NEWS, MARKETING, PROMOTIONS
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I am the Senior Director, Creative Services for News 12 Networks & Cheddar News. I am a creative, dedicated & committed team leader, focused on clarity, style, and deadlines. Directing a team of 27 editors, writers, camerapersons, animators, and designers, I deliver high-quality, elegant, intelligent, award-winning design & animation for live news, long-form documentaries, short-form segments, specials, promotions, marketing, sponsorships, social and digital.

AWARDS

9 Emmy Awards
1 National Murrow
1 Regional Murrow
DuPont -Columbia Award
Peabody Award
PCLI Award
PCNY Award

EDUCATION

American University
Bachelor of Arts
Film & Television, Cinema Studies

Senior Director, Creative Services News 12, News 12 NY, News 12+, Cheddar News 2007 – January 2024

Conceived and implemented \$12 million dollars in on-air sponsorships for News 12 in 2023.

Direct all promotions and marketing design creation for on-air, digital, print, and social. Create promotion campaigns for Cheddar News, News 12, News 12 NY, and News 12+. Originated editorial and promotional projects focused on OTT, streaming, and social media, including focus on multi-million-dollar marketing campaigns and sponsorship integrations on-air and online with clients including Dunkin' Donuts, SodaStream, Ford, and Hyundai

Developed, directed, and implemented 3 full network rebrands including a 2019 News 12 rebrand including all on-air graphics & animations, logo, web, social media, vehicles, sets, marketing & promotions, and offices. Redesigned weather brand for News 12 and News 12+

Direct all news, weather & editorial graphics & graphics projects for on-air, digital, and social. Oversee all animation projects in VIZrt, Ross Xpression, After Effects, Maya, 3D Studio, and Cinema 4D

Directed the design & implementation of all editorial and promotions for long form segments including Ready 4 Work, Revealed, Crime Files, New Normal, Road Trip, and News 12 Originals (amongst others). Directed long-form documentary design including Saving Our Shores and Emmy winning Gilgo Beach Unsolved. Directed all breaking news and day of air design and segment package creation

Introduced new creative design concepts, workflows, and processes including use of VIZrt and Active X for News 12 with a focus on online and social media coverage

Design team has been nominated 3 times for excellence in TV News Design. Designers on our team have won numerous Emmys, PCLI, PCNY and Murrow awards

Work with vendors & branding firms such as Superunion, Thornberg and Forester, PolygonLabs, Clickspring Design, JackMorton PDG, Stephen Arnold Music, National Ministry of Design, and Warner Chappell, amongst others, on projects ranging from rebrand and redesign to sets and music

Senior Designer, CNN Anderson Cooper 360, Nancy Grace 2003 - 2007

Created original graphics package for Anderson Cooper 360