

ANDREW SCHOENGOLD

CREATIVE DIRECTION, ART DIRECTION, NEWS, MARKETING, PROMOTIONS

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Art Director

ABC News, World News Tonight, Good Morning America

November 2024 – Present, New York City

- Direct teams of VIZrt and After Effects animators creating elements for live broadcasts
- Work directly with producers to write and design effective graphics and animations
- Edit, storyboard, assign all graphics for live broadcasts and
- Maintain quality control, copy edit, approve and distribute all graphics for air

Senior Director, Creative Services

Cheddar News, News 12 Networks, News 12 NY, News 12+

January 2016 – January 2024, New York City

- Direct a team of 27 animators, designers, editors, camerapersons, and writers. Mentor and direct the team, providing context, creative direction, and guidance
- Direct creation and implementation of all news, weather & editorial graphics & graphic projects for on-air, digital, and social. Oversee design of all long form series and specials including Revealed for Cheddar and Crime Files for News 12
- Promotional campaigns for all long-form segments & documentary series including Ready 4 Work, Revealed, Crime Files, New Normal, Road Trip, and News 12 Originals, Saving Our Shores, and Emmy winning Gilgo Beach Unsolved
- Conceived and implemented \$12 million dollars in on-air sponsorships and implemented over \$130 million in advertising placement on air, online, and in social for News 12 in 2023
- Introduced new creative design concepts, workflows, and processes including use of VIZrt and Active X for on air news coverage, Canva for consistent talent social branding, and Clickup to track all projects and traffic promotions and graphic elements
- Developed, directed, and implemented 3 full network rebrands including an in-house 2019 News 12 rebrand consisting of all on-air graphics & animations, logo, web, social media, vehicle fleet, chopper, sets, marketing & promotions, and offices
- Oversee and direct creation of 14 news sets for News 12 Networks, plus office design and layout in each location. Work with in-house team and set design firms including Clickspring, Jack Morton PDG, James Yates Design, Creative Solutions, and BDI
- Work with brand, design and tech vendors including Thornberg & Forester, PolygonLabs, National Ministry of Design, Superunion, Y&R, AVDS, WSI, Wide Graphics
- Redesigned weather brands for News 12 and News 12+
- Directed all breaking news coverage and branding on air, streaming, and online
- Originated promotional projects focused on broadcast, streaming, and social media, including multi-million-dollar marketing campaigns and sponsorship integrations with clients including Dunkin Donuts, SodaStream, Ford, and Hyundai
- Member of senior network management team - setting network goals, KPIs, and standards
- Create and vet all projects in collaboration with senior management team. Originate, assign, track and deliver projects on time and on brand

Creative Director

News 12, News 12 NY, News 12+

March 2007 – January 2016, New York City

- Oversee design and animation teams in five News 12 regions (Long Island, New Jersey, The Bronx, Connecticut, Westchester)

- Lead teams creating all editorial design and animated elements for live news as well as long form and special programming
- As a member of senior management, help set network strategy, brand, KPIs, and goals
- Manage budget and spend
- Initiate and direct set design projects in all News 12 regions

Senior Designer

CNN

08/2002 – 03/2007, New York City

- Lead designer on the original Anderson Cooper 360
- Launched American Morning with Paula Zahn (later Soledad O'Brien). Anchor team included Anderson Cooper and Jack Cafferty
- Redesigned and relaunched Nancy Grace

Assistant Vice President / Designer / Animator

Merrill Lynch Mediaworks

09/1996 – 08/2001, New York City

- Designer for live and taped financial newscasts and live interacts with national news programs originating in Merrill Lynch studios at the World Financial Center
- Created VNRs for news organizations
- Designed daily financial news elements
- Designed presentations for external and internal usage

Director / Designer / Animator

United States Senate Recording Studio

05/1986 – 09/1996, Washington, DC

- Directed live coverage of Senate proceedings for distribution to national and international cable and broadcast news channels
- Directed call-in TV programs for US Senators, including Joe Biden, Ted Kennedy, John Glenn, Al D'Amato, and Pat Moynihan
- Designed opens, graphics, and sets for all programs originating at the US Senate as well as set design for 2 major TV studios under the US Capitol

AWARDS

10 Emmy Awards, National Murrow Award, Regional Murrow Award, DuPont -Columbia, Peabody, PCLI, PCNJ

EDUCATION

American University

Bachelor of Arts, Film & Television, Cinema Studies