



Brenda Alexandra Andrews
Ikonology Studios

www.ikonology.com
ikonology.studios@gmail.com
619-807-1775



Executive Profile

An accomplished Creative executive with deep experience in the corporate, non-profit, commercial, and academic arenas. Awarded recognition annually for proven work ethic, delivering authentic visual communications, collaboration, and dedication to excellence by clients, colleagues, and business partners. Innovative, strategic intellectual that keeps an eye on the big picture with highly focused tactical execution to meet objectives. Outstanding verbal and written communication skills to craft, position, and disseminate programs that resonate with targeted audiences and drive results. A robust collaborator and relationship builder with all levels of staff, management, and business partners. Proven results – on time and on budget.

COMMERCIAL

2016 – Nov 2022

MCOA – publicly traded company (62k investors), Los Angeles California

Director Communications Concept to Delivery of strategic corporate messaging, investor portfolio messaging, and public relations using UX – experience design as the quantitative touchstone for memorable branding and definitive results. Built out global communication portfolios to close investment transactions. Developed, and executed company media channels to distribute publications, press releases, digital content, investor presentations, and annual reports. Corporate liaison for investor relations and philanthropic ventures.

Responsibilities

- Manage strategic communications with senior management, board of directors, (IR- investor relations). Maintain quality of “voice” on all communicate'.
- Create and produce media, annual reports, webinars for investors, investor decks, and chair events. Develop, procure, and attend speaking engagements and host all special events.
- Collaborate with legal counsel to ensure compliance on regulatory matters.
- Manage and Direct working relationships with subsidiaries, international partners, and shareholders.
- Management and response to crises or challenging situations quickly, professionally and publicly.
- Work in partnership with the Board of Directors, Chairman of the Board, CEO, and across company divisions as required.

Creative Director/ Art Director, Direct and control corporate subsidiary brands for product packaging, compliance, marketing and sales, and social media channels. Design graphics, multi-media, trade show installations, and videos to tell compelling stories and capture targeted audiences (UX). Lead conceptualization with IT in building out interactive ways for users to engage with Company content, mindful of messaging excellence and innovation on all levels. Direct and manage projects across multiple brands, subsidiaries, partnerships, and staff to meet the company's goals. Collaborate with independent contractors and the in-house team. Interface in budget preparation per project and keep (push) productive timelines.

Responsibilities

- Drive product development from brief to retail-ready products and services. Write compliant specifications and design product packaging.
- Evaluate and resolve product feasibility constraints, costs, design optimization, and product production.
- Ensure all design and content is on-brand, consistent in style, quality, and tone of voice, and optimized for user experience across content channels, including online, social media, email, point of purchase, trade show installation, mobile, video, print, and in-person.
- Supervise Image-makers – photographers, filmmakers, digital creators, animators, writers, editors, and content strategists, final arbiter of best practices in visuals, grammar, messaging, writing, and style.
- Conduct ongoing usability tests to gauge content effectiveness. Gather data, handle analytics (or supervise those who do), and make recommendations based on those results.
- Leverage market data to develop content themes/topics and execute a plan to expand the assets that support a point of view and educate customers and stakeholders to track critical behavioral metrics.

VP of Operations

- Ensure adherence to budgets, timelines, and deliverables.
- Hire and monitor independent contractors to ensure alignment with strategic plans.
- Host regular meetings with contractors, staff, and executives to plan and address concerns.
- Assess structures and procedures to ensure that company objectives are successful.
- Oversee all digital and tech platforms.
- Mediate disputes to promote amicable and cooperative relationships among staff and contractors.
- Report to and meet with the Board of Directors.
- Represent the company at local and international gatherings.

COMMERCIAL ART & ACADEMIA

ART DIRECTION – Integrated Visual Communication | Commercial work | National and International
Ikonology Studios, Principal

Corporate Clients:

- MCOA; H Smart, Inc. – Publicly Traded, OTC Markets
- The Ratkovich Company- Commercial Real Estate project - The Bloc is a uniquely conceived, 1.9 million-square-foot, mixed-use destination in downtown LA (4 city blocks). The Ratkovich Company led a dramatic \$250 million transformation of a 34-story office tower, the Sheraton Grand Hotel, and converted open-air urban retail center, featuring LA's first Metro portal, a flagship Macy's, restaurants, shops, and a world-class entertainment complex. Scope of work: Public art direction – large-scale campaigns for print and digital. Worked in collaboration with RE Developer, Architectural team, Construction, space planning & branding for tenants. 2.5-year project <https://www.ratkovich.com> | <https://www.behance.net/ikonologystudios> G2 Strategic Real Estate Fund
- Polaris Petroleum, Inc
- Silvex Ltd. | SKM / NIRA Architects, Mumbai, India <https://www.niras.com/projects/> (Mumbai, India 1 year)
- Qualcomm Art, Education and Philanthropic alignment: World Beyond Borders Contemporary International Art Fair (San Diego). 50 Country global cell phone project capturing daily life around the world. Qualcomm project collaborated with Artist to test 3G, 4G, memory cards, and camera technology through this project. Corporate Philanthropic, Research Art Project – Global lectures, presentations, and conversations. <https://www.flickr.com/photos/reenvisioning2009/albums> Qualcomm: <https://www.qualcomm.com/company/corporate-responsibility>
- ARTS, "A Reason To Survive" (San Diego countywide), VP board member. Public Art Educational Programs for displaced kids <https://www.areasontosurvive.org/>

- Walt Disney | Imagineering – Ryman Arts Program for high schools across Southern California. College Scholarship programs <https://sites.disney.com/waltdisneyimagineering/our-impact/>. Secured educational advancement and scholarships for students.
- Visionaries Education Program for grades 1-12. Exhibition informed art immersion curriculum approved by school districts and the State of California. Orange County and Orange County Museum of Art <https://www.ocmaexpand.org/>.
- Directed ICL (Institute of Continued Learning – seniors. Created, scripted, and presented lectures and studio programs for academic learning and cross-functional metrics: developed programs, symposiums, classes, and philanthropic ventures.

ACADEMIA | Professional work | National and International | MFA Art, Art History, Critical Writing

- The New Children's Museum (San Diego County). Founded educational programming for K-12, college volunteer program, and teen council. Developed visual archive and resource library for SD County educational programs. Space planning for 25,000 sq. ft. Arts Education / Community Center. Developed teacher lesson plans, San Diego County public schools, University internships, and cross-border exchange programming. Worked closely with the Board of Education Office of San Diego Unified School District to secure educational metrics for student credit hours for the state of California.
- SKM / NIRA Architects, Mumbai, India. (On location 1-year Mumbai) Developed Community Cultural Arts Center. Secured funding, programming, space planning, and materials for multi-generational seniors - children in the programming and housing (lost) cultural arts center across all disciplines. A solution to large-scale displacement in a commercial land development venture.
- Guest Lecturer and Studio Intensives at University of Mumbai Arts School for undergrad and graduate students.
- Chapman University (Orange County). Adjunct professor: Art History, Studio Arts, Digital Media, and Photography. Please see my academic Resume for a complete listing of courses.
- University of California San Diego (San Diego). Scholar in Residence; Adjunct professor: Art History, Studio Arts, Digital Media, Critical Studies, Hybrid Studio/Art History courses, Art and Technology. Please see the academic Resume for a complete listing of courses.
- San Diego Museum of Art | UCSD partnership. Created and facilitated. Adjunct professor | Artist in Residence
- USC, Chapman University, Ryman Arts, Walt Disney Corporation (Imagineering). Program Director, Master Instructor | Artist in Residence
- Orange County Museum of Art + Orange County School District. Master Instructor | Artist in Residence.
- Collaboration across disciplines, institutions, business development, and philanthropic ventures. Chaired symposiums, lecture series, curatorial installations, and fundraising engagements. Drove educational development and continuous growth across disciplines and generational programming. Supported / Mentored independent study programs for students to further artistic growth and career planning.

ARTIST | Professional work – Visual Communication | 25 years

ReEnvisioning, A World Beyond Borders (San Diego). Pitched the concept to Qualcomm upper management and was awarded the project in alignment with philanthropic efforts.

A Showcase Installation featuring real-time cell phone and digital photo imagery from participants worldwide- over 5,000 entries. Images were transmitted wirelessly, uploaded to a global website, and showcased as an Art & Technology Installation at San Diego International Art Fair. Partners:

QUALCOMM, SDSU, UCSD, KPBS,

Building a Worldwide Community. <https://www.flickr.com/photos/reenvisioning2009/albums>

Mapping Rockwell's World (Orange County). Pitched the project concept to upper management and was awarded the international project using Conextent technologies to bring Rockwell International Family together in real-time video lectures and introduce companywide technology innovations. Culminated in the large-scale installation of painted map abstractions displayed as Rockwell's globally interconnected world. Resounding success with publicity. Exhibition installation became corporate holiday card and annual report cover. Partners: Rockwell, Conextant, OCMA, and Visionaries. <https://www.e-rockwell.com/international/>

Art of the Book (Orange County | San Diego Founder of Artist in Residence. Teacher Outreach Program for OCMA and Orange County high schools. Lectures and in-studio art projects. Culminating in Museum Exhibition practices, awards, and scholarship programs. Partners: OCMA, Dana Hills High School, Ryman Arts, and various established Artists. Repeated in San Diego County-SDMA. <https://www.ocmaexpand.org/exhibitions?pgid=jt6j16bh-70670a89-843c-4ff0-868e-dafc06626f17>

Exhibition-driven programming for OCMA, Orange County Museum of Art; SDMA: LACMA; Delaware Contemporary Museum; and numerous University Museum spaces. Focused on fundraising and grant support.

§ <https://ocma.art/exhibitions-past/>

§ <https://www.sdmart.org/>

§ <https://www.lacma.org/>

§ <https://www.decontemporary.org/>

§ <https://artsandhumanities.ucsd.edu/>

§ <https://www.chapman.edu/arts/index.aspx>

§ <https://arts.usc.edu/>

§ <https://www.art.ucla.edu/>

PHILANTHROPIC | Volunteer work | 25 years

- World Beyond Borders Global cell-phone photography project with Qualcomm and the City of San Diego
- Community Cultural Arts Center, Mumbai, India. Program Director / Chair / Liaison – SKM / NIRA Architecture, Australia
- ARTS, A Reason to Survive (San Diego). Vice Chair, Art Programming
- Consortium of Women Artists. Global caravan of professional women artists exhibiting in countries around the world.

TRAVEL – Extensive world travel. Global Citizen.

PROFESSIONAL ORGANIZATIONS. See Resume for details.

EDUCATION: Graduated with Presidential Honors: CalArts | California Institute of Arts
Double MFA Contemporary Art, Art History, Critical Writing | BFA Fine Art | BA Art History. See Resume for details
Nursing Degree, Accomplished Classical Dance, Classically trained Musician.

PERSONAL BIO: Unmarried. Grown daughter(s) 39 and 42. I am a 501c individual at heart and thrive in the non-profit environment championing education, women/children, and effective communication to remove language barriers.