

Andrew Wagner

57 Sullivan Street, #3

New York, NY 10012

TEL 917.701.1546

Twitter & Instagram: [@wagsissticks](#)

[misterwagner.com](#)

andrewallenwagner@gmail.com

*Hello. I'm a writer, editor, creative director, and strategist. I build brands big and small. I love making things happen and simply making things. Whether it's the **largest skateboard ramp** in Northern California, a ground-breaking, award winning **modern architecture magazine**, a **column about trash** for the New York Times, a **hyper-local/mega-global Craigslist**, or an identity for one of the **"World's Best Hotels,"** I specialize in bringing great ideas to life.*

Experience

Creative Director, A&G, 2017-Current

- Founder of brand design and development studio
- Clients include: Airbnb; OneEleven Integrated Wealth Mgmt; BlkShp; Parliament; Solil Real Estate Management; The New School
- Create design taxonomies, brand identities, podcasts, business plans, and architectural history documents for international clients

Content Director, Kettle, 2015-2017

- Built and led creative team of 15+ consisting of designers, motion designers, writers, and producers across California and New York offices
- Main point of contact for Apple App Store client
- Initiated and developed new App Store identity system project culminating in launch of iOS 11 in September of 2017
- Led and launched App Store's (RED) and WWF digital campaigns, key drivers in helping raise over 8 million dollars for each of the non-profits.

Editorial Director and Director of Strategic Development, AREA 17, 2011-2015

- Key member of leadership team of 40+-person team at New York City and Paris-based interactive agency
- Maintained and developed company's internally produced products — Krrb, Slash, and Subfolio.
- Initiated and led white labeling of Krrb leading to eventual multi-million dollar sale to Apartment Therapy.
- Charted course for future client work across all disciplines.
- Responsible for strategic direction of projects for major clients including ESPN, Apple, Ad Age, Style.com, StumbleUpon, The High Line Hotel, and Pinterest, amongst many others.
- Headed new business development team charged with bringing in over six million dollars in revenue each year.

Editor-in-Chief/Chief Brand Officer, ReadyMade, 2009-2011

- Managed editorial staff in New York City and Des Moines, Iowa in the redesign of this bi-monthly publication with 500,000+ circulation.
- Assigned and managed team of award-winning writers, designers, illustrators, and online contributors.
- Conceived, developed, and executed complete web redesign resulting in a quadrupling of traffic while expanding social media operations.
- Executed successful brand extensions including an in-house concert series, press-worthy launch parties, and participation in national DIY conferences and events. Worked with Vice President, Publisher and senior sales staff to maximize advertiser impact – ReadyMade was included in Adweek's 2010 "10 Under 60" Hot List.

Editor-in-Chief, American Craft, 2006-2009

- Conceived, developed, and executed the major redesign and re-launch of this venerable 70-year-old publication.
- Recruited and managed senior creative staff.
- Assigned and managed nationally renowned writers, contributors, and designers.
- Created and maintained award-winning online presence for the publication.
- Recipient of Society of National Association Publication's EXCEL Award and UTNE Reader Independent Press Award.
- Increased distribution in key outlets such as Whole Foods and Barnes and Noble.

Founding Managing Editor and Executive Editor, Dwell Magazine, 2000-2006

- One of five people to conceive, develop, and launch popular magazine and brand devoted to modern architecture and design.
- Recipient of the American Society of Magazine Editors General Excellence award (2005); Folio's Editorial Excellence Award (2001); and an Ozzie award for Best Design for a New Magazine (2001).

Education

Connecticut College, New London, Connecticut

Bachelor of Arts (Honors Student). Major: Psychology (with focus on Environmental Psychology)

Selected Published Works

- "The Sullivans," Dark Rye
- "Flea Market Flip," Competitors convert a Chest of Drawers into an Indoor Stoop and a Storage Case into a Mini Bar, Episode HFMM-106H
- "Vitamin Green," Phaidon
- "Pull Up a Chair and Fix it," New York Times
- "Seeing a Noguchi in a Bike," New York Times
- "Turning Egg Cartons into Stools," New York Times
- "Unhappy No More." Introduction to Unhappy Hipsters: It's Lonely in the Modern World, published by Chronicle Books
- "History in the Making." Feature essay on artist Judith Schaechter, published by the Smithsonian American Art Museum
- "Craft: It's What You Make of It." Introduction to Handmade Nation published by Princeton Architectural Press