



Andrea Eaken

BRAND STRATEGY &
CREATIVE DIRECTION

Expertise

- Brand Creative Direction
- Impactful Visual Storytelling
- Creative Team Leadership
- Visual Narrative Management
- Brand Styling & Photography
- Video & Multimedia Campaigns

Contact

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WEBSITE

andreaeaken.com

LOCATION

Orange County, CA



[VIEW MY WEBSITE >](#)

I use context, comprehension, perspective, and perception to translate ideas into exciting and compelling visual stories. With over 20 years of experience in brand strategy and creative direction, I specialize in developing cohesive brand narratives that resonate with diverse audiences. My expertise lies in leading cross-functional teams to execute integrated marketing campaigns, overseeing creative processes from concept to completion, and ensuring brand consistency across all channels. I have a proven track record of driving brand growth through innovative storytelling, strategic partnerships, and a deep understanding of market trends.

About me: I grew up in the mountains, near Mt. Shasta, and when I'm not working, I'm usually cycling, hiking, or kayaking. I love being outdoors and spending quality time with family and friends.

EXPERIENCE

Senior Director of Global Marketing & Brand Development.....2021-Present Graid Technology, Inc.

Lead the global creative direction and brand strategy for Graid Technology, from stealth launch to becoming the NVIDIA-recognized leader in GPU-based storage solutions. Developed and executed the full visual identity system—logo, design language, digital assets, and brand voice—to position the brand as a cutting-edge innovator in high-performance computing.

Guide all brand creative across platforms and touchpoints, including website, social, tradeshow environments, video, product campaigns, and executive communications. Concept and direct multimedia storytelling that transforms complex technical messages into clear, visually compelling narratives for global enterprise audiences.

Collaborate cross-functionally with product, sales, and leadership teams to maintain brand consistency across geographic markets and partner ecosystems. Direct creative production for integrated marketing initiatives—digital, print, media, and channel—ensuring every asset reflects brand standards and business goals.

Manage and inspire a cross-functional creative team, providing vision, feedback, and mentorship while staying ahead of design and technology trends to evolve the brand's visual expression and content strategy. Results include increased global visibility, accelerated partner engagement, and elevated brand recognition within the enterprise tech space.

Director of Marketing & Brand Development.....2020-2021 McWane Technology Group

Set the creative vision for a portfolio of tech brands, aligning storytelling and design across digital, print, and video platforms. Collaborated cross-functionally to produce on-brand campaigns that supported global sales teams. Led creative direction for major product launches, maintained brand consistency across assets, and managed agency relationships to deliver polished, professional content.

Digital Marketing & Creative Director.....2018-2020 Zinwave, A McWane Company

Directed brand creative strategy across global channels, building cohesive visual narratives that elevated the Zinwave identity. Led multimedia campaigns, video production, and social-first creative concepts to drive engagement and market presence. Partnered across teams to ensure brand consistency, oversaw on-set styling and asset creation, and provided hands-on feedback to internal and external creative teams. Introduced and scaled GDPR compliance protocols.

Creative Director.....2010-2018 Kinetic Communications Consulting

Led brand development and creative strategy for 90+ global clients across legal, hospitality, finance, and telecom sectors. Crafted compelling visual identities, brand guidelines, and multimedia assets tailored to diverse business goals. Managed creative teams and client stakeholders, ensuring final deliverables aligned with brand vision and storytelling goals. Contributed to \$300M+ in client wins.

Trusted By



verizon

facebook



UK Parliament

RGP

sky



Yale



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Brand Development Consultant.....2006-2010 Resources Global Professionals (NASDAQ: RGP)

Directed internal and external brand strategies for a global professional services firm. Created an in-house proposal center and visual branding system adopted across 86 offices. Collaborated with leadership to elevate brand perception through cohesive design systems, messaging frameworks, and marketing collateral tailored to corporate culture.

Project Manager, Brand Development.....2003-2005 Pacific Life

Partnered with marketing and underwriting teams to develop brand-aligned materials during a company-wide shift to digital. Led creative development of internal communication tools, visual assets, and client-facing collateral to support enterprise-wide rebranding initiatives. Introduced new processes for design consistency, helping modernize the brand experience across departments.

Lead Server & Assistant Manager.....1997-2002 Red Robin (Flagship Location)

Supported front-of-house operations at a high-volume flagship location while pursuing a degree at Vanguard University. Oversaw guest service standards, trained new staff, and assisted with shift management and scheduling. Developed a deep understanding of hospitality, team leadership, and brand experience—skills that continue to inform my creative direction and customer-first approach today.

EDUCATION

Bachelor's Degree, Liberal Arts & Linguistics.....1997-2000

Vanguard University / Costa Mesa, CA

APPROACH

TRUST

In my experience, "How can I help?" is a more powerful question than most people realize. I approach each new problem as an opportunity to learn from and build trust with my team mates. By partnering on a "whole person" level, we make innovative connections and creative solutions.

ENDURANCE

Road cycling has taught me a few lessons about mental endurance and staying cool under pressure. I'll happily chat about it for as long as you can stand it. ;) My teams value humor, commiseration, and psychological safety - we can't always avoid stress, but happy teams cope better.

EMPATHY

Passionate opinion: listening, reflection, and empathy are essential elements of effective design or communication. Without them you're wasting your time. By training teams to value empathy, we can more effectively determine stakeholder motivations and clever solutions.