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Top Skills

Content Management

Writing

Social Media Strategy

Andrew Hicks

Digital Content Creator

Ponca City, Oklahoma, United States

Summary

I bring brands, nonprofits, and communities to life through sharp video storytelling, engaging social media, and clear, confident messaging.

With 25+ years in the creative industry (graphic design, publishing, digital media), I've grown from old-school layouts to leading-edge content strategy. I blend a journalist's curiosity, a designer's eye, and a producer's drive—and I'm ready to bring that energy to a creative team that values impact and authenticity.

Strengths I Bring to the Table:

Video and podcast production (script to screen)

Social media management that drives real engagement

Brand storytelling across platforms and mediums

Local journalism and community-focused content

Marketing experience with events, pet care, and nonprofits

Based in Ponca City, OK — open to remote or hybrid opportunities.

Looking to join a mission-driven team where creativity meets purpose. Let's make great work together.

Experience

Sizzle Sauce Media LLC

Creative Director

January 2022 - Present (3 years 6 months)

Ponca City, Oklahoma, United States

Launched a boutique creative agency focused on multimedia storytelling, digital strategy, and content creation for small businesses and nonprofits. Led all aspects of production—from concept to delivery—including video editing, podcast development, social media campaigns, and brand identity design. Known for blending bold visuals with authentic messaging that gets results.

Highlights:

Produced dozens of high-impact videos and social campaigns for local clients

Developed branded content strategies that increased engagement and visibility

Specialized in working with pet care, community orgs, and niche creative projects

Ponca City Monthly

Graphic Designer

March 2020 - Present (5 years 4 months)

Ponca City, Oklahoma, United States

Wearer of many hats in the evolving world of local media. I manage and produce the Ponca City Monthly Podcast—handling everything from concept and guest coordination to filming, editing, and promotion. I also contribute to the print and digital sides of the magazine, helping shape engaging, community-centered content through writing, editing, and layout design.

Key Contributions:

Developed and launched the Ponca City Monthly Podcast as a video-first platform

Write and edit features focused on local events, businesses, and people

Lead layout design for monthly print issues using Adobe InDesign

Manage social media and web content to increase digital reach and reader engagement

A+ Printing

Graphic Designer

February 2020 - October 2021 (1 year 9 months)

Ponca City, OK

Fast-paced, high-output design work for a local print shop serving a wide range of clients—from mom-and-pop shops to regional businesses. I was the go-to designer for anything and everything: flyers, banners, business cards, brochures, event posters, and the occasional “can-you-make-this-by-lunch?” emergency job.

This role sharpened my speed, versatility, and ability to make even a rush job look polished. It also taught me how to communicate effectively with clients who had a vision (or no vision at all) and turn their needs into clean, professional design.

Highlights:

Designed hundreds of print-ready projects under tight deadlines

Learned to juggle multiple clients and project types at once—without dropping the ball

Built strong community connections through creative problem-solving

Mastered Adobe Creative Suite in a real-world, high-demand environment

Cox Media Group

Digital Media Coordinator

May 2014 - February 2020 (5 years 10 months)

Tulsa, Oklahoma Area

Wore every creative hat in the closet—graphic designer, video producer, photographer, social media manager, and team lead—all in a day's work. I created visual content that powered radio promotions, digital campaigns, and branded partnerships across multiple markets, working closely with teams in Atlanta, Houston, San Antonio, and Long Island.

Whether it was producing weekly video campaigns, managing social media for five radio stations, or capturing live concert moments, I delivered content that connected, engaged, and performed.

Key Highlights:

Produced weekly commercial and branded video content, including campaigns for Boardwalk Distributing and The Girl Can Cook

Edited and managed video series like K95.5 FM's "Football Fridays"

Created graphics for web, mobile apps, and digital ads across platforms

Shot live concert photography and led the photography team

Managed and scheduled over 1,000 Facebook and 300 Instagram posts monthly

Tracked engagement metrics and adjusted strategy for five radio brands

Collaborated remotely across major media markets to deliver high-impact creative on deadline

The Garden Trug

General Manager

March 2011 - December 2013 (2 years 10 months)

Tulsa, Oklahoma Area

- General management of retail nursery.
- Project management of landscape jobs and landscape installation.
- Graphic Design
- In-Store Graphics
- Website / eMail Newsletter

- Print Advertising
- Community Events Coordinator

AMETEK Chandler Engineering

Marketing Assistant

February 2009 - March 2011 (2 years 2 months)

Tulsa, Oklahoma Area

- Graphic Design
- Brochures
- Instrument Manuals
- Trade Show Graphics

PennWell Publishing

Freelance Designer

August 2007 - March 2011 (3 years 8 months)

Illustration

Long Document Layout

Sample Page Creation

Art Ascertainment

Publications

Production Enhancement with Acid Stimulation 2nd Edition by Leonard Kalfayan

Fundamentals of Oil & Gas Accounting 5th Edition by Gallun, Wright, Nichols & Stevenson

ShapeXpress

Art Director

January 2007 - October 2008 (1 year 10 months)

Sapulpa, Oklahoma

Provided graphic design support to nation wide fitness franchise owners.

General duties included, maintenance of corporate website, production of brochures and marketing collateral for all franchise locations and design and maintenance of franchise training manuals.

HIPS Publishing

Publisher

March 2004 - February 2007 (3 years)

Owned and operated small advertising firm that catered to small businesses and not-for-profit organizations in the Tulsa area. Developed brand identity, print marketing collateral, and provided marketing coordination for clients.

Additional key focus areas were newspaper, magazine and long document (text book) layouts.

Education

Tulsa Community College

Associate degree, Computer Science; Graphic Design