

# Andrew Joseph Slack

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## MARKETING, OPERATIONS AND DESIGN PROFESSIONAL

BUSINESS OPERATIONS · VISUAL COMMUNICATIONS · LEARNER · CLAIMS SPECIALIST

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**EMPATHETIC LEADER** – Dedicated to building teams that are engaged, but operate fairly to deliver business commitments

**ARTISTIC THINKER** – Driven to create harmony between business objectives and how they are presented to the consumer

**ACCOUNTABLE** – Committed to following through on obligations and proactively communicating its status with integrity

**LIFE LONG LEARNER** – Dedicated to continuously building my own and my team's skill set

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## PROFESSIONAL EXPERIENCE

### Fine Art Career

Westerville, OH

Fine Art/ Marketing

[WWW.DJXART.COM](http://WWW.DJXART.COM)

(April 2012 – Present)

- Completed in-depth review of market conditions and customer preferences for fine art pieces.
- Wrote engaging and successful marketing, advertising, and website copy.
- Developed unique and innovative ideas for product branding.
- Set realistic expectations with clients to consistently deliver on expectations.
- Designed visual and digital models meeting both aesthetic and technical criteria.
- Maintained and shared portfolios of artistic and design work to demonstrate styles, interests, and abilities with potential customers.
- Consulted with clients to discuss commission ideas and style preferences to create mutually agreeable project parameters.
- Carefully prepared all design layouts into respective files for web and digital printing.
- Mentored junior artists on creative processes.
- Building designs for clients by utilizing Adobe's XD, Dreamweaver, Photoshop, After Effects and Maya 3D.

### Marketing and Web Manager

Riverview Dental – Slack Digital Marketing

(January 2013 – Present)

- Coordinated with the creative team to generate dynamic marketing content, communication tools, web artifacts, and design assets that boosted interoperability among all of our apps, social sites, and website assets. One unique design campaign we did in late 2018 resulted in 4 unique veneer cases which broke a production record by \$50,000
- Utilized applications like Adobe's Photoshop, Dreamweaver, XD, After Effects and Maya 3D to create effective designs to help the web division, marketing division and sales division accomplish their goals.
- Grew Riverview Dental's patient book by ~1,000 patients by developing their competitive advantage of Family Culture and implementing targeted communications to educated patients on how they can benefit
- Transformed a dentistry that had minimal online presence to one that has daily active traffic that consistently brings in new patients worth ~\$1.5K in annual incremental revenue on average

- Maintained and grew relationships with specialty surgical dental practices by creating mutually beneficial arrangements that facilitates referrals between all parties involved
- Strengthened Riverview's Family Brand by generating a culture and atmosphere that puts patients at ease and improves outcomes
- Collected market data through tracking customer loyalty and conducting surveys to make data driven decisions on how to position the business to their target patient
- Modernized and transformed corporate website by introducing the company to Adobe suite that directly resulted in a 100% increase in new customer contact rate on the new website through increased contact form fluidity and increased product / service migration
- Established a new web video and photo media division that resulted in 150% increase in video production. Subsequently that campaign saw a substantial increase in view count that corresponded with a 10-15% increase in new client production
- Built out several CSS artifacts for the company website resulting in quicker emergency response as well as an increased click-through rate on a veneer campaign that resulted in multiple veneer cases.

### **Riverview Dental, Columbus, OH**

Assistant Office Manager - Insurance Claim Team Lead

(June 2016 –

June 2020)

- Recruited, hired, and managed a team of administrators/insurance claim representatives and mentored them on how to successfully adjudicate claims and handle patient concerns.
- Led the team on the proper adjudication of hard-to-handle claims, and properly documented their status with detailed notes that the Doctors and managers could quickly integrate into action plans.
- Consistently monitored data trends, potential problems or stops, and issued clear and concise direction to the team to fulfill the required course of action to correct and mitigate said problems.
- Frequently facilitated chart audits and quality reviews of claims to make sure the patients' proper care was met while maintaining the goals and targets set out by management.
- Knowledgeable and constantly staying up to date with new dental ICD-10 and CPT codes.
- Provide follow up care calls to patients that need tailored care, additional assistance or help with issues that may arise in their claims.
- Manages and administers company policies in all areas of the office to maintain a professional and caring environment for staff and patients.

## **QUALIFICATIONS AND SKILLS**

**General Software:** Microsoft Word, Excel, PowerPoint, Outlook, Access, Teams,

**Web Tools:** Figma, Adobe Cloud, XD, Dreamweaver, Wordpress, CSS, Maya 3D

**Design/ Advertising Software:** Filmic Pro, Cinema 4D, Salesforce, Google Business Profile, SolutionReach, Slack, Miro, Principle, Corel Painter 7 & 8

## **EDUCATION**

- **Ohio State University, Columbus, OH**  
Bachelor of Fine Arts and Visual Communication

## **PERSONAL INTERESTS**

- Soccer, Hiking, Fine Art Shows, NFT/ Crypto creation, and College Football

