

ART

ANDY • RANDAZZO • TEACHES



PROFILE

Education	School of Visual Arts, New York, BFA - Advertising & Graphic Design Queens College, New York, Art Education
Contact	andy@andyteaches.com 516-660-2084 andyteaches.com Lynbrook, NY
Summary	My name is Andy Randazzo. I am a father, an educator and a passionate business professional. I believe that in order to be a great teacher, experience in the field of what you are teaching is key. Exceptional teachers not only possess passion, but a unique ability to communicate to those they are educating. I have 25+ years of field experience, enthusiasm, drive, and a strong family history in the field of communication arts, business, marketing and more, all of which I'm eager to pass along to my future students.



TEACHING EXPERIENCE

Rockville Center, South Side Middle School - Student Teacher - 2024

I built relationships with over 100 students and ensured all students felt attended to with personalized feedback, class discussions, and encouragement. I planned and executed on unit & lesson plans, including collecting necessary resources to assess the students' projects.

Hewlett-Woodmere, Hewlett Elementary School - Student Teacher - 2023

I developed and taught lesson plans for 2nd - 5th graders. We created everything from clay pots and dishes to colleges and acrylic paintings.

Hewlett-Woodmere - Middle & High School - Student Teacher - 2022-23

I assisted with lesson plans and aligning plans with structured goals to improve student performance. Observed the main instructor and designed professional goals around observations and personal practice.

LIU Post - 2021

I taught an entrepreneurship course in which students were required to develop a Business Plan for starting a new service type business with a maximum investment of \$10,000. We created everything from registering a corporation to launching a campaign for the business.

Hofstra University - Frank G. Zarb School of Business - 2020

I educated and prepared students for the business of marketing - including the definition of marketing, how to have a career in marketing, advertising and a variety of ways to build and grow a business.



PROFESSIONAL EXPERIENCE

Hitstate Corp - 1999-present

Founder/Owner and creative director of HitState Marketing I have conceived and created advertising & branding campaigns, web & print solutions, digital marketing and complete branding strategies for clients such as: Sony, X-Games, MSG, 1800-Flowers, Bed Bath & Beyond, NHL, AMC Networks, EY, Random House and many more.

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RADIO & ONLINE SHOWS

I Heart Radio, Passage to Profit Show on WOR - 2018

Segment: "What is Marketing?"

Description: This was a podcast on I Heart Radio, where I presented an in-depth look into what marketing is and how your business can grow and evolve using the many vehicles available. Listeners were given the opportunity to ask me questions regarding my experience and expertise in the field.

Biz Buzz on Buzz TV - 2020

Segment: "A Discussion about Marketing"

Description: In an online TV interview, I candidly spoke on new and innovative ways to visually market your business in this ever-changing economy.



SKILLS

Teaching: Lesson Planning, Incredible Communication Skills, Problem Solving, School 2 Career Guidance, Supportive & Inclusive Classroom Management.

Professional: Marketing Strategy, Brand Strategy, Creative Strategy, Advertising, Digital Marketing, Social Media Marketing, Email Marketing, Website, UX, UI, Content Marketing, Trade Shows, Video Production, Pitch Decks, Logo/Identity Design, Direct Mail, Packaging.



TOOLS

Teaching: Google Classroom, Blackboard, Microsoft, Kahoot!, EdPuzzle, ClassDojo.

Professional: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, WordPress, WIX, Squarespace, Mailchimp, Constant Contact, HubSpot, Microsoft Office, G Suite, Use of remote learning platforms including Zoom, Google Classroom and Microsoft Teams & more.



HONORS & AWARDS

Long Island Digital Awards (LIDA)

Award for Video/Film

Art Directors Club, New York

Two Pieces of work exhibited during the show "A Conversation".

American Graphic Design Award

Award for logo design.

Graphis Magazine

2 pieces published in Graphis magazine.

BOLI Awards

1 BOLI and 6 other advertising awards

SVA Carousel of the Century

Traveling carousel, sculpture and art exhibit which has been on display in Grand Central Terminal New York.