ANDREW GABELL

CREATIVE DIRECTOR | MEDIA PRODUCTION
PAID MEDIA STRATEGY | TALENT DEVELOPER



CONTACT

+505-331-8546

andrew.gabell1@gmail.com

Tustin, CA

PORTFOLIO

www.gabellfilms.com

SKILLS

- Creative Direction
- Team Leadership
- Multi-Brand Strategy
- Media Production
- Adobe Creative Suite
- Paid Media | Growth Marketing
- WordPress
- E-Learning & LMS
- Communication

REFERENCE

www.lafitness.com
www.clubstudiofitness.com
@lafitness @clubstudiofitness

Please visit LA Fitness and Club Studio website and Instagram accounts for additonal work.

LinkedIn

ABOUT ME

My name is Andrew Gabell, and I am a hands-on Creative Director with extensive experience in creative team leadership, strategy, media production, paid media advertising (Meta and Google), WordPress, E-Learning, and more in a multibrand environment. Over my 15+ year career, I have learned a wide variety of skills, but what has always come naturally is my curiosity, desire to keep learning, and my ability to get the best out of my teams.

WORK EXPERIENCE

Creative Director 2018-2026
LA Fitness | Club Studio | City Sports Club

- Hands-on leader providing creative direction, strategy, and visual branding across multiple fitness brands and channels in North America
- Oversee paid media creation ($5M+ budget) and execution across digital ad spaces such as Meta and Google
- Negotiate, partner, and manage 3rd party agencies and in-house media teams
- Work closely with VP of Marketing to track KPI's and review metrics
- Responsible AI creative leadership and guidance

Media Production Manager 2015-2018
LA Fitness | Club Studio | City Sports Club

- Hands-on manager, small in-house media production team (self-grown)
- My team and I produce videos, advertisements, social media, photography, podcasts, employee training, & website development

Videographer 2011-2015
LA Fitness | Club Studio | City Sports Club

- One-man-band for LA Fitness and City Sports Club
- Producer, Writer, Director, Editor, Cinematographer, Lighting Technician, Audio Engineer, Interviewer, and Talent

EDUCATION

Bachelors in Television and Broadcast Journalism 2005-2009
Chapman University | Dodge College of Film & Television
GPA: I honestly don't remember at this point, but it was very good.

FINAL THOUGHT

I play pickleball, hockey, and I play with my kids upon request. The requests are incessant. But it's wonderful.