



# JUSTIN HOOPER

CREATIVE DIRECTOR // ART DIRECTOR

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**Summary** // *Started in Design with a short, albeit lucrative, fake ID business during high school, made my first legit print ads for my Dad's company, earned a BFA in Visual Communications in college, learned to cook, designed and sold some typefaces, became a packaging and web designer, switched to advertising, worked at small, medium and large agencies, learned to make tasty cocktails, taught part-time, became a commercial director, learned about wine, married my EP, did some VO work, had two awesome kids, became a CD/GCD/ECD, hired and grew 50+ creatives, made great friends with my clients, made work I'm proud of, wrote this summary.*

**Recognition** // *Cannes, One Show, Webbys, Effies, Mercury Awards, Didgiday, Graphis, Luerzer's Archive, AICP, ADDY'S, Communication Arts, Beldings, Print Magazine, Shoot, Creativity, Dwell 'Nice Modernist', Adweek, etc.*

**Work** // 2017 - PRESENT

**Undnyable** // FREELANCE CCO, ECD & CD

*Clients: Rainier Beer, Darigold, Netflix, Google, Taco Bell, EcoATM, Byte, Kavinoky Law Firm, SoFi*

*Working with Agencies and Brands directly to create, manage & produce fully integrated campaigns, help build out & train their internal marketing and creative teams and connect & lead their outside brand partnerships.*

*DNA, Seattle // Freelance ECD on Rainier Beer re-launch campaign, Darigold Holiday campaign & Darigold 2019 business pitch.*

*BYTE, Los Angeles // CCO overseeing launch of brand, ideating & developing 2019 go to market brand campaign.*

*KAVINOKY LAW FIRM, Los Angeles // CCO ideating & producing 2018-19 campaign.*

*SOFI, San Francisco // CCO overseeing launch of all 2017-18 products and campaigns, management of internal creative teams & external pitches.*

*DENIZEN, Los Angeles // Freelance CD on Netflix Our Planet launch & EcoATM 2019 campaign.*

*TOOL OF NORTH AMERICA, Los Angeles // Freelance CD on Google Duo launch.*

*WOODSHOP, Los Angeles // ECD working with Taco Bell's internal marketing team to launch 2017 products.*

2010 - 2017

**72andSunny** // GCD

*Clients: Truth, Activision, Carl's Jr., Hardee's, Totino's, Old El Paso & Dream Foundation*

*Responsible for the hiring, growth plans, and creative/strategic output of 30+ creatives along with co-managing my group of 70+ team members across five brands. Pitched and won the Truth business and helped create their most impactful work to date, dropping the teen smoking rate from 9% to 7% earning Gold, Silver & Bronze Effies. Relaunched the Old El Paso brand & tripled their sales volume in under a month.*

2008 - PRESENT

**Directors Guild of America** // DIRECTOR

*Responsible for Directing, conceiving, filming and overseeing casting and editorial for Broadcast, Social and Digital live action and table top content.*

2006 - 2010

**MZ Advertising** // ECD & CD

*Clients: Carl's Jr., Hardee's, Farmer John, Monster Energy Drinks, Coach Art*

*Responsible for the development, production and presentation of fully integrated campaigns across all platforms that have multiplied their media spend with over 7 Billion earned media impressions. Cultivated long term relationships with his clients, their board members, their franchisee groups, & other partners.*

1999 - 2006

**Ogilvy & Mather** // ACD & AD

*Clients: Cisco Systems, Motorola, Arco, Jaguar, Miller Lite, Miller Genuine Draft, AMPM Minimarkets, Mail Boxes Etc., Tokyo 7-7, Partnership for a drug-free America, Mag Lite, Korean Air*

**Mentoring** // 2002 - 2006

**California State University, Long Beach** // ASSOCIATE PROFESSOR

*Taught: Design 322, Typography 221, Advertising 326*

**Education** // 2014

**Hyper Island Masters Class** // NYC

1998

**California State University, Long Beach** // B.F.A., VISUAL COMMUNICATIONS