

BRIAN HULL

LinkedIn Profile | www.brianhulldesigns.com | 718.930.8950 | 498 Carroll Street #1 Brooklyn, NY 11215

- 2013-Present **Questus, Creative Director** | New York City & San Francisco
- Highlights:** Lead creative vision for 2015 launch of NBC Universal Orlando Resort and Valvoline Instant Oil Change's, enterprise-level responsive web sites.
- Oversee creative department for New York City and network resources in San Francisco
 - Clients: Almay Cosmetics, Capital One, Valvoline Instant Oil Change, Universal Orlando Resort, Pernod Ricard, Charity Water, Suzuki Motorcycles and Starbucks
- 2012-2013 **Brian Hull Designs, Digital Creative/ Experience Consultant** | New York City & San Francisco
- Lead cross-channel marketing solutions for top brands and agencies
 - Clients: IPG Media Lab, Oracle, Right Now Technologies, Control Group and Clear, Inc.
- 2010-2012 **Grey Group | G2 USA, Executive Creative Director, Interactive** | New York City & Philadelphia, PA
- Highlights:** Lead creative vision for multiple new business wins including Hertz Digital AOR for NA, EMEA, APAC and LATAM, NFL Game Pass, and Caesars Palace Entertainment wins.
- Oversee the Creative Interactive, and Creative Technology departments for G2 NYC and PA
 - Clients: Hertz Global Holdings Inc., all North American brands for Procter & Gamble's CoverGirl and Max Factor, Campbell's Soup, Goldfish and Pepperidge Farm brands, All Smucker's Jams Jellies and Preserves, Consumer Baking and Oil brands, GSK's Panadol and Breathe Right, Merck's Emend and Zolinza, Eli Lilly's Axiron, Ventura Foods Brands, 1-800-flowers and the NFL
- 2007-2010 **Organic, Group Creative Director** | New York City
- Highlights:** Help propel Organic into CPG with new business efforts for Kimberly Clark, three Digital AOR wins for Procter and Gamble's Iams (Global), Eukanuba (Global), and Pur. Winning Hess energy pitch (Global), Mass financial work on Bank of America and pioneering social media experiences.
- Provide creative leadership across all accounts, integrated cross-channel partners & Organic/Omnicom global network
 - Clients: Bank of America, Chrysler, Hess, Procter & Gamble's Iams, Eukanubas and Pur, Walmart's Family Moments, Related Real Estate
- 2002-2007 **Grey Group | G2 Interactive, VP Creative Director** | New York City
- Highlights:** Launching the worlds largest personalized beauty care website for P&G's CoverGirl. Amazing work on multiple Mars/ Masterfood and M&M's brands, Campbell's Soup Digital AOR win.
- Lead strategic, consumer-centric, creative experiences with proven success rates & ROI
 - Recruit, mentor and develop team members across all departments
 - Clients: Procter & Gamble's CoverGirl, multiple Campbell's Soup Company and Mars Foods brands
- 1997-2002 **Brian Hull Designs, Principal** | San Francisco & New York City
- Providing effective creative and technical solutions for top brands, agencies, individuals and small businesses.
 - Clients: Amgen, Ann Taylor, Armani, Avon, BD, Blue Martini, Business Week, Canon, Celine Dion, Dare Devil, Funcity, Gearhead, Hewlett Packard, Intel, Kenneth Cole, Lancôme Paris, L'Oréal, Mars, MasterCard, Novartis, Pfizer, Procter & Gamble, The Street and more
- 1993-1997 **Antenna Theater, Design Technician** | Sausalito, CA
- Pioneered the first Interactive Audio Tour Experience utilizing customized Sony Walkmans in early '90s Bay Area theater. Starting with Alcatraz island, Antenna quickly evolved into the most successful interactive interpretive audio tour experience for museums, historical sites and attractions in the world
 - Responsible for innovative electronic design, repair and assembly of audio tour equipment
 - Recruit, mentor and develop field technicians nationwide

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Awards

Travel + Leisure Social Media + Tourism Award (SMITTYS)

- 2012 Best Use of Social Media Platform for Hertz's 2011 Gas and Brake Campaign

Proctor & Gamble Best Brand Experience at Moment of Truth

- 2011 P&G Silver Award for the new Covergirl.com website for NA

Proctor & Gamble Best Innovative way to create an Audience

- 2011 P&G Silver Award for the MyCoverGirl Facebook engagement program for NA

PointRoll Beanie Award

- 2011 Hertz Gas and Brake for outstanding use of features
- 2009 Bank of America's 'America's Cheer' for innovation in online advertising

Exceptional Experience Award—Organic, Inc.

- 2009 1st Place. Bank of America's 'America's Cheer' for exceptional experience

Exceptional Innovation Award—Organic, Inc.

- 2009 1st Place. Bank of America's 'America's Cheer' for technical innovation

Cannes Submissions

- 2008 Digital Ecosystem for Bank of America's 'America's Cheer' (Honorable mention)
- 2009 Digital Equities, Related Real Estate- www.related.com

OMMA Award (Online Media, Marketing and Advertising Awards)

- 2009 Online advertising sponsorship category for Bank of America's, 'America's Cheer'
- 2004 Presented by the Interactive Advertising Bureau (IAB) in the brand awareness & positioning category for Mars Foods USA/M&Ms, The Great Color Quest AOL Ad Campaign

Web Marketing Association's Web Awards

- 2009 Bank of America's 'America's Cheer' for outstanding achievement in web development
- 2006 CoverGirl for outstanding website
- 2005 Pantene for outstanding website
- 2004 CoverGirl for standard of excellence

Proctor & Gamble Beauty Care Innovation Award

- 2004 Award for the best innovation in all of Beauty Care IT for CoverGirl's online beauty consultants live chat program

Mercomm's Astrid Award

- 2003 Astrid Award for design. Memorial Sloan Kettering—www.mskcc.org

Horizon Awards

- 2003 Silver Award in the Consumer Information Category. Memorial Sloan Kettering—www.mskcc.org
- 2003 Gold Award in the Category of Flash Websites. BD Diabetes—www.bddiabetes.com
- 2003 Silver Award in the Category of Consumer Information. BD Diabetes—www.bddiabetes.com

Tools

Define, Design, Build, Optimize, Define Again

- Data analysis, stakeholder interviews, user insights, analytics and measurement
- Expert multi-channel copy and design lead. Proficient in most popular audio, video, web, UX, graphic, motion and photographic tools and applications
- Commercial experience in audio, photo, video, motion and film shoot direction
- Expert knowledge of digital technical integration multi-screen mobile, tablet, social, authoring, accessibility, coding issues and experience solutions

Education

Moth Story Telling, Harvard Club, New York, NY

- Fall 2009

School of Visual Arts, New York, NY

- Final Cut Pro HD, Fall 2004

College of Marin, Kentfield & Novato, CA Campuses

- Double Summa Cum Laude Graduate in Multimedia Studies
- Associates of Science Degree in Graphic Design. Grade: 4.0/4.0
- Associates of Science Degree in Technical Authoring & Integration. Grade: 4.0/4.0
- Lifetime Member of the California College Honor Scholarship Society
- Deans List Award
- Alpha Gamma Sigma Honor Roll

Professional references available upon request