



Amber Justis Creative Director

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EXPERIENCE

INDEPENDENT CREATIVE DIRECTOR

TheJustisDepartment.com / PRESENT

Freelance consultant working with clients and agencies on new business development and project work.

Clients: GoPro, #Slack, Nature Box, Benefit Cosmetics, BMW Mini, HUGE, Hyundai, Comedy Central

GROUP CREATIVE DIRECTOR, FREELANCE

McGarryBowen / JUNE 2016 – APRIL 2017

Freelance creative lead on Clorox pitch - won AOR for all Speciality Foods brands in 2016. Led creative, production and strategy recruitment to grow a 25 person team. Pitched and won AOR for Hallmark in 2016. Doubled size of agency roster in 10 months.

Clients: Burts Bees, Brita, Hidden Valley, Kingsford, KcMasterpiece, Hallmark, Gobal Intel Brand, Global Woman's March Movement, new business

CREATIVE STRATEGIST, FREELANCE

FACEBOOK / JANUARY 2016 – JUNE 2016

Worked in The Creative Shop, consulting on all retail, gaming and travel brand campaigns directly with clients and agencies. Developed breakthrough, mobile-first campaigns for global, blue-chip brands using FB Feed, Messenger Bots, Oculus, Canvas and 360 Stories.

Clients: Target, Zappos, PennyPop, Zynga, HomeAway, Ralph Lauren, RIO 2016 Olympics, Payless

CREATIVE DIRECTOR

BBDO / 2012 – 2016

Pitched and won AOR for Mattel in 2015. Developed the "Evolution of Barbie" campaign that introduced a new line of dolls of varying body types and skin tones to the world. The campaign garnered a Time Magazine cover story. Mattel's stock grew 40% in under 1 year. Built and led a social media newsroom for Gallo Wines. Grew social following from 80K to 1.4MM in 2 years. Produced and directed all content in-house. Led Sutter Health business for 2 years and several successful new business pitches.

Clients: Barbie, Gallo, Vail Resorts, Heavenly Resorts, Seeds of Change, Sutter Health, Cesar, Barefoot Wines, Dark Horse Wine, new business

CREATIVE DIRECTOR

DraftFCB / 2009 – 2012

Led all creative development on EA's Sims brand games. Developed global campaigns, in-market activations for E3 and other gaming and tech forums. Wrote an award winning docu-series on Tier 1, Team Six Navy Seals that consultant on the Medal of Honor franchise.

Clients: Electronic Arts, Dockers, Levis and California Energy, new business

CREATIVE DIRECTOR, FREELANCE

Mekanism, AKQA, Organic / 2008 – 2009

Developed integrated campaigns with some of the leading pioneers of interative marketing.

Clients: Hillary Clinton Foundation, Pepsi, Bank of America, Kia Motors, Target.com

ACD Evolution Bureau / 2006 – 2008

ACD Eleven Inc. / 2004 – 2006

ACD Dimassimo Carr / 2004

SENIOR CREATIVE Cliff Freeman / 2003

ART DIRECTOR Ogilvy NY / 1998 – 2003

RECOGNITION & PRESS

Cannes Silver, Bronze (Integrated Campaign) 2015

Cannes Glass Lion (Finalist) 2015

YouTube's Ad of the Year (Barbie) 2015

One Show – Gold 2013, Bronze 2011

Art Directors Club: Gold, Silver (OOH, Print) 2011

Communication Arts – 2009, 2011, 2013

The Clio Awards – Silver 2009

Archive Magazine - 2008

FWA, CNN, Time Magazine, Huffington Post,

Mashable, BuzzFeed, Upworthy, SNL News Parody

Speaker: AICP Next Awards, Cannes Young Lions, 3% Conference, Art Directors Club, VCU Brandcenter

Judge: One Show, AICP Next Awards, SF Big

Contributor: Oakland School of the Arts, FWA

EDUCATION

**BRANDCENTER,
MASTERS OF COMMUNICATION**

University of DE: BFA, Visual Communications

Minor: Fine Art Photography