

Let's make the work smarter, stronger, and better.



R A N D A L L H O O K E R
C R E A T I V E D I R E C T O R

Hello!

I'd like to introduce myself. I'm Randall Hooker, a highly experienced Creative Director. As the prospective leader of your Creative Team, I believe the extensive skills I've acquired over the years would undoubtedly benefit your Creative Team as well as your company at large.

First and foremost, I believe creative wins the day. In a world where distraction is so commonplace that brands become background noise, it takes a herculean effort to stand out. Whether it's laughter, educational, a rallying cry, falling in love, or a play on your heart, it takes a lot to get people to pay attention. Especially today. Creative has never been so important.

I take the responsibility of creative direction, managing creative resources, and creating consistency across an entire campaign very seriously. After all, these attributes are essential for effective creative development and implementation. In addition, I believe in empowering each team member to have a voice, therefore encouraging healthy debate on any given project, which I've found helpful for us to arrive at the winning idea.

I also believe in hard work. I try to get it done between 8 and 5:30, but sometimes, if you want it to be great, it sometimes takes longer. This is my work methodology, and it has served me well for a very long time. In essence, stick to the job and get it done. But please, let's do it right.

Please reach out. I'd love to have a conversation about us working together. I truly believe I have a lot to offer—great work, great team building, and individual empowerment.

So, let's talk. We can do great work together.

Sincerely,

Sincerely,

A handwritten signature in black ink, appearing to read 'Randall Hooker', written in a cursive style.

RANDALL HOOKER
Creative Director

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Proven leader in creative that believes in powerful ideas and welcomes data to inform them. Believes every campaign must have a strong foundation which takes vision and collaboration for it to succeed. Won many awards over the years but knows great work should win with the shows as well as with the consumer or it isn't great. Can jump into the work if needed or clear the runway depending on the size of the agency and needs. Believes strategically strong campaigns make strong brands. Worked across every channel such as TV, Print, Digital, Social, and Direct Mail. It all feels like opportunity.

CD/ECD | Warren Douglas Advertising

July 2021 – Present

I lead and inspire my team, clearing the runway for them to create their absolute best work. Our mission is to constantly improve the creative and continue to make the work better every day.

CD/VP | Ansira Digital

March 2019 – July 2021

Elevated Ansira's new business game to a higher level while growing existing clients through outstanding work. I played a key role in stabilizing existing accounts and successfully bringing in several new ones, contributing to making creative a powerful force at this agency.

Clients: Baskin-Robbins, Wendy's, Lamborghini, Chili's, It's Just Wings, On The Border

CD/AD | Contract

June 2018 – March 2019

Freelanced for various agencies, companies, as well as individuals during this time. Created some fun work.

Client: Toyota, Organic, BBDO, Agency Creative, Etc.

ECD/SVP | Publicis

June 2017 – June 2018

Oversaw a large group of creatives for Capital One. Created a new creative standard, conducted long-overdue reviews, and streamlined the process without sacrificing creative quality. Managed and inspired Capital One's Creative Directors, maintaining bi-weekly check-ins with multiple clients.

Client: Capital One

CD/VP | Brunnerworks, Atlanta Office

June 2016 – June 2017

Hired as the Creative Director for the Atlanta office, I worked under Rob Schapiro, the Chief Creative Officer based out of Pittsburgh. I led the Atlanta creative team, enhancing the creative culture of the office and ensuring unity within the Brunner Agency family. I oversaw an amazing group of award-winning creatives.

Clients: Mitsubishi Electric, Yellowood, Eaton

ECD/EVP | The Partnership

March 2012 – June 2016

Managed a team of talented creatives. Together, we produced a plethora of award-winning work that could easily be confused for the caliber of work of a much larger agency. Contributed significantly to the growth of the agency.

Clients: IHG Hotels & Resorts, Intercontinental Hotels & Resorts, Centennial Park District, Old Fourth Distillery, Grand Boulevard, Bobby Jones, Goodwill, SkyView Atlanta, Ferrari Maserati of Atlanta

CD/VP | Digitas, Atlanta

March 2011 – March 2012

Improved the quality of the work and made excellent creative hires, some of whom are still thriving in their roles today. Oversaw the development of numerous award-winning digital pieces during this process.

Clients: Delta Airlines, SunTrust, Equifax

ACD | The Martin Agency

March 2007 – March 2011

Created exceptional work that earned multiple awards. Rounded out my broadcast experience and collaborated with a copywriter to develop one of the most iconic campaigns of the decade, even drawing attention from SNL. The success extended to being recognized as the agency of the year during this period.

Clients: UPS, NASCAR, Hoover, Experian, Rosetta Stone, Morgan Stanley, Walmart, Pizza Hut

ACD | Saatchi & Saatchi X

March 2006 – March 2007

Managed a tactical creative team specifically designed to address client needs beyond the normal scope of work. Our responsibilities ranged from in-store design, in-store video production, POP, display, and print ads to pioneering some of the first-ever Facebook pages.

Clients: Walmart, Sam's Club, P&G

ACD | Rapp

September 2002 – March 2006

Contributed to the transformation of a direct mail agency into a versatile digital, 360-degree agency capable of tackling a wide range of challenges. This transformation involved working with a team of some of the best individuals I've ever known, both in terms of creativity and being exceptional human beings. Through this experience, I was transformed as well.

Clients: On The Border, Hyatt Hotels & Resorts, Maggiano's Little Italy, Toyota

Sr. AD | Temerlin McClain (later known as TM)

July 1999 – September 2002

Focused on making great creative for our clients while mentoring others. Learned so much from so many different people and created some great work in the process.

Clients: American Airlines, Paris Las Vegas, Flamingo Las Vegas, Bally's Las Vegas

Education - East Texas State in Commerce, Texas (now Texas A&M) Degree: Design Communication

Awards - LIA, Graphis, OMMA, Caples, ECHO, Dallas Addy's, Richmond Addy's, Atlanta Addy's, Cannes Shortlist