

RANDALL HOOKER

What I believe:

The core of my beliefs is simple. I believe people really don't care for advertising. I believe great ideas are the only way to make a person care. I believe that a great story for a brand is the way to a person's heart and soul. I believe a "designed with a purpose" approach is essential. I don't care as much about titles as I do about truly demonstrating leadership. I believe in the quality of work that we do, together. I believe that given the chance to talk to you, I can show you what I can do as both a leader and as a creative. I look forward to talking with you.

Sincerely,

Randall Hooker
www.randallhooker.com

RANDALL HOOKER

May 2012 - Present

E.V.P. Executive Creative Director - The Partnership

Focused on growing the company and fostering creativity, I have taken on the challenge in taking a small agency that has traditionally preferred to be behind the scenes and create the absolute best work that they can do with challenging budgets and therefore making it more prominent. **Accounts:** Coke, IHG Army Hotels, Crowne Plaza Hotels, Holiday Inn Hotels, Alliance Properties, Old Fourth Liquor, Ferrari Maserati of Atlanta, ATC Tax, Luckie Marietta District

May 2011 - May 2012

V.P. Creative Director - Digitas

Leading the entire creative department in the Digitas Atlanta office, I was responsible for inspiring and mentoring up to 15 people. We mainly worked on interactive with some print and broadcast work as well. **Accounts:** Delta, SunTrust and Equifax were my clients.

March 2007 - March 2011

Associate Creative Director - The Martin Agency

I was hired to work on cross-platform work across many major brands incorporating broadcast, digital, social and direct in the mix. **Accounts:** FreeCreditReport.com (now famous), AOL, NASCAR, BF Goodrich, Hoover, Pizza Hut, Tylenol and Rosetta Stone.

March 2006 - March 2007

Associate Creative Director - Saatchi & Saatchi X

Leading a team of 9, we tackled some very tough problems and produced great work. **Accounts:** Walmart and P&G brands

September 2002 - March 2006

Associate Creative Director - Rapp Collins

I managed 6 people and together we created some great work. **Accounts:** On The Border Restaurants, Maggiano's Little Italy Italian restaurants, Sony PlayStation, Direct Energy Utilities, Direct TV, Hyatt Hotels, Continental Airlines and Toyota.

August 2001 - September 2002

Senior Art Director - Smith & Associates Design Group

We mainly serviced Blockbuster's design needs. **Accounts:** Blockbuster

July 1999 - August 2001

Senior Art Director - TM (Formerly Temerlin McClain)

Senior Art Director. My focus was great creative for our terrific brands and mentoring others. **Accounts:** American Airlines, The Flamingo Casino, Bally's Casino, Paris Casinos, JC Penny's interactive, as well as Grocery Works interactive.

December 1991 - July 1999

Senior Art Director and Art Director - Various Small & Large Agencies and Design Firms

Working for shops such as Zahra Design Group, Rosenberg and Associates and Rapp Collins, I cut my creative teeth in small & large shops in the Dallas advertising and design industry.

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