



JUSTIN HENNING

CREATIVE DIRECTOR | MARKETING STRATEGIST

408-858-5878 | justin@lunchbox.agency

I am an experienced Creative Director with a solid background in media-related industries and platforms (18+ years). I'm a proficient organizer, project leader and team builder with a deep understanding of successful marketing strategies and techniques. I take the time to understand the client, their goals, audience and objectives, and then determine the most effective approach, using any and all forms of media.

During the course of my career I have written, directed and produced over 70 episodes for a variety of television shows. I have conceptualized and developed strategies, integrated campaigns, ads and corporate videos for companies within technology, insurance, finance and mining industries - helping my clients raise funding, and generate sales in excess of \$1.5 Billion.

EMPLOYMENT HISTORY

LUNCHBOX AGENCY

Senior Creative Director

Nov 2009 - Current

XTREME MEDIA GROUP

Director / Producer

Dec 2007 - Nov 2009

AFNET

Director of Media

Nov 2001 - Dec 2007



CAREER HIGHLIGHTS

- Assisted client in raising **\$1.2 Billion** through creating and **implementing their media strategy**.
- Conceptualized and executed an **integrated campaign for Toshiba** that led to **35 Million impressions**, 8 Million unique IPs and 249,000 interactions during a 3 month period.
- Wrote, directed, filmed and onlined a **six part television series** for the automotive industry.
- Conceptualized and developed an app** for the banking sector, which has become and intricate part of how their team collects data.
- Designed and developed a game** for one of the four major banks to teach children the fundamentals of saving, which was downloaded 30,000 times in the first 3 months.
- Conceptualized, wrote, voiced and animated a 2D educational adventure series** for the Banking Association, which uses long form story to teach children about good financial practices.

EDUCATION

- Digital Pre-Press Publishing (Damelin Dec 2002)
- CIW Internet Skills Certification
- Intro to Programming, certified by Microsoft Partner CTU
- Business Literacy
- Draw a comic in a day
- Editor's Choice Award - Poetry
- Online Video Content Strategy
- Storyboarding in 3D with Storyboard Pro
- HubSpot Client Relationship Manager
- Design Thinking Approach

+ Incalculable hours of research in a variety of media related software applications, marketing techniques and strategy related materials.

SKILLS & EXPERIENCE

Acquired Skills

- Strategic Planning
- Strategic Communication
- Presentation and On-boarding
- Integrated Campaign Development
- Art Direction
- Creative Direction
- Creative Team Management
- Project Management
- Studio and Set Management
- Graphic Design
- Web Design and Development
- Script Writing / Storyboarding
- DOP / Filming / Directing / Audio Mix
- Editing / Color Grading / Motion Graphics
- 2D Animation
- Media Organizational Skills and Archiving

Proficient Software

- Premiere / After Effects / Animate / XD
- Photoshop / Illustrator / InDesign / Lightroom
- Media Encoder / Character Animator
- Final Cut Pro / Motion / Compressor
- Logic Pro X / iZotope RX
- Keynote / Pages / Numbers etc.
- Microsoft Products
- Toonboom Harmony
- Toonboom Storyboard Pro
- Google - Sheets / Docs / Slides / Analytics / AdWords
- Hubspot / Teams / Slack / Proposify / Basecamp /
- Todoist / Buffer / Wipster / Frame.io
- Wordpress / Joomla

RESPONSIBILITIES

- Keep apprised of emerging trends and provide customers with product solutions.
- Understand and develop content strategy across media channels including video.
- Develop effective copy and scripts to reach client objectives.
- Manage team and projects to meet deadlines and remain within budget.
- Train new employees in clear communication and understanding client briefs to maximize team performance.
- Mentor team members in mastering their craft to consistently exceed objectives.
- Present concepts, negotiate and close deals with clients.
- Assist clients in discovering their strengths, and work with them in creating new media strategies across an array of platforms.
- Build and maintain relationships with customers to drive service, sales, and operational goals.
- Drive substantial sales, helping the company double its income for 4 consecutive years.



I've always been fascinated by what motivates people. I remember as a child constantly asking "why?". Who could have imagined that a single word: "why" is the most important question that clients, customers and people ask. We need to understand what we're trying to achieve, in order to be effective in conveying a message to the audience - "why" they should buy your product, "why" they should hire you for your services, or "why" they should care about your cause. As marketers and creatives we have an incredible set of tools to reach an incredible amount of people, but without a clear understanding of "why" we **will** get lost in the clutter. If we truly care about our customers, and we know that our success is built on the foundation of theirs, we are already on the path to success.

- Justin Henning