



Amber Justis Head of Creative

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EXPERIENCE

EVP OF CREATIVE FOR CALIFORNIA

VML / MAR 2022 – FEB 2024

Lead a multi-office creative and production org with a technology and data-first approach.

Clients: Snap Inc., Honda, Acura, Synchrony, CareCredit

VP, HEAD OF CREATIVE

The Many / FEB 2021 – MAR 2022

Built and drive creative vision for a cross-functional team of 65+ creatives and producers with a diverse roster of content-first brands to deliver full-funnel, 360-degree campaigns that include: broadcast, digital, social, film series, Web3, AR/VR, podcasts, immersive experiential, e-comm and CRM programming. Recruitment and staffing to support a 3X growth in a 4 month period to ramp up service to 40MM in new business wins.

Clients: Youtube, NBC Universal, Google, eBay, the Bouqs

EXECUTIVE CREATIVE DIRECTOR

Giant Spoon, FREELANCE OCT 2019 – FEB 2021

Leading all creative development for existing roster. Developed a new business team and integrated pitch protocol for Creative, Integrated Production, Experiential, Brand Strategy, Social Strategy, Media and PR collaboration.

Clients: LA28 Olympics, Square, Walden University, HP Brand, HP Omen Gaming, YETI, NBC.

EXECUTIVE CREATIVE DIRECTOR

The Wonderful Agency / NOV 2017 – OCT 2019

In partnership with the CCO, oversaw creative development on Wonderful Pistachios, Wonderful Almonds, POM Wonderful, FIJI Water, JNSQ Wines, and Teleflora. Lead collaborative creative efforts on integrated multi-channel go-to-market campaign strategies with Product Development, Media, and PR leads. Recruited, hired, mentored and championed a comprehensive in-house creative team of writers, art directors, designers, integrated project managers, and producers.

Clients: Wonderful Pistachios, Wonderful Almonds, POM Wonderful, FIJI Water, JNSQ Wines, Teleflora.

INDEPENDENT CREATIVE DIRECTOR

TheJustisDepartment.com / APRIL 2017 – OCT 2017

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

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, Global Intel Brand, Global Woman's March Movement, new business

CREATIVE STRATEGIST

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

CD BBDO / 2012 – 2016

CD DraftFCB / 2009 – 2012

CD Mekanism / 2008 – 2009

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

Adweek Top 100 Creative People 2021
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