



## Amber Justis Head of Creative

thejustisdepartment@gmail.com  
415.254.8579

### EXPERIENCE

#### EVP OF CREATIVE FOR CALIFORNIA

VML / MAR 2022 – FEB 2024

Led 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 drove 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, Bumble Bee*

#### EXECUTIVE CREATIVE DIRECTOR

Giant Spoon, FREELANCE OCT 2019 – FEB 2021

Led all creative development for existing roster and 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

Creative 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, Burts Bees, Brita, Hidden Valley, Kingsford, KcMasterpiece, Hallmark, Global Intel Brand, Global Woman's March*

#### 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

META / 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  
The Clio Awards – Silver, Bronze (Mixwell)  
Shorty Awards – (Mixwell)  
One Show Shortlist (eBay)  
Shorty Awards – Gold, Silver (eBay)  
Webby Award Honoree (eBay)  
Cannes Silver, Bronze (Integrated Campaign)  
Cannes Glass Lion (Finalist)  
YouTube's Ad of the Year (Barbie)  
One Show – Gold, Bronze  
Art Directors Club: Gold, Silver (OOH, Print)  
Communication Arts – 3x  
The Clio Awards – Silver  
Archive Magazine  
FWA  
CNN  
Time Magazine  
Huffington Post  
Mashable, BuzzFeed, Upworthy, SNL News Parody

### EDUCATION

BRANDCENTER,  
MASTERS OF COMMUNICATION  
University of DE: BFA, Visual Communications  
Minor: Fine Art Photography