



Amber Justis Executive Creative Director

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EXPERIENCE

EXECUTIVE CREATIVE DIRECTOR

Giant Spoon, FREELANCE OCT 2019 – PRESENT

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. *Account wins to date: LA28 Olympics, Square, Walden University. Clients: 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*

CREATIVE DIRECTOR

BBDO / 2012 – 2016
Pitched and won AOR for Mattel in 2015. Developed the "Evolution of Barbie" campaign that introduced a new line of dolls of varying body types and skin tones to the world. The campaign garnered a Time Magazine cover story. Mattel's stock grew 40% in under 1 year. Built and led a social media newsroom for Gallo Wines. Grew social following from 80K to 1.4MM in 2 years. Produced and directed all content in-house. Led Sutter Health business for 2 years and several successful new business pitches. *Clients: Barbie, Gallo, Vail Resorts, Heavenly Resorts, Seeds of Change, Sutter Health, Cesar, Barefoot Wines, Dark Horse Wine, new business*

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

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