

BERNIE HOGYA

CREATIVE DIRECTOR

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Award-winning Creative Director/Art Director with experience in delivering brand-building work (including television, print, digital and social campaigns) for clients, big and small.

SKILLS AND ACCOMPLISHMENTS

I'm at peak form running a creative group (nothing leaves my office unless it's great); leading a new business pitch (I've won plenty); presenting work to clients (passion sells and I exude it); mentoring young creatives (the thank you cards keep coming); or rolling up my sleeves and doing it myself. I'm proficient in Adobe Creative Suite, won numerous awards and have an ad on permanent display at the Smithsonian Institution.

WORK EXPERIENCE

Lean&Mean, New York, NY

Creative Director, 05/2017 - Present

Led creative on The Foundation For A Better Life, cited by the OAAA as "the most successful public service campaign in the history of outdoor advertising." Launched an integrated campaign for "For All Moonkind," which *Fast Company* named as one of "The World's Most Innovative Companies." Also worked on AbbVie, DMD Healthcare, Halo, Random Acts of Kindness Foundation and Raw Generation Juices.

Campbell-Ewald, New York, NY

Creative Director, 01/2014 - 04/2017

Created a new brand campaign for Atkins that increased first time buyers of Atkins products 25% over the previous year. Repositioned Chocolate Milk as an after-sports recovery drink, which increased consumption by 100%. Also worked on Clyde May's Whisky and UNICEF.

Deutsch, New York, NY

Creative Director, 12/2009 - 12/2013

Produced a blockbuster milk spot starring Dwayne "The Rock" Johnson that helped propel milk sales and was voted one of the best and most iconic Super Bowl commercials of all time. Also worked on Exelon and Novartis.

Lowe, New York, NY

Creative Director, 02/2003 - 11/2009

Launched Acadia, the first crossover SUV from GMC. Created milk mustache campaign, which helped reverse a 30-year decline in milk sales and became a pop culture phenomenon. Also worked on Buick, Saab and Zicam.

EDUCATION

BFA in Advertising Design, Kean University, Union NJ

PORTFOLIO

berniehogya.myportfolio.com