

BRIAN HULL

LinkedIn Profile | www.brianhulldesigns.com | 718.930.8950 | 498 Carroll Street #1 Brooklyn, NY 11215

2014-Present **The Weather Company, An IBM Business, Global VP Creative Labs** | New York City, Atlanta & UK

Highlights: Delivered double digit YOY revenue growth for custom, data-driven advertising, technology and consumer product experiences. Lead creative vision for utilizing big weather data and cognitive APIs to invent, launch and patent the world's first cognitive advertising and IoT utility experience – Watson Ads – used as the foundation for the new global IBM business, IBM Watson Advertising.

- Invent, launch and train global sales, new business and client teams on new tech and media
- Mentor, manage, develop and grow global design, copy, technology and PM teams
- Clients: 250M Weather Co. MAUs and B2C and B2B clients across all verticals and categories

2013-2014 **Questus, Creative Director** | New York City & San Francisco

Highlights: Lead creative vision for 2015 launch of NBC Universal Orlando Resort and Valvoline Instant Oil Change's, enterprise-level responsive mobile and web. Lead digital campaigns for the Wizarding World of Harry Potter and multiple e-commerce experiences for Starbucks.

- Oversee creative department for New York City and network resources in San Francisco
- Clients: Almay Cosmetics, Capital One, Valvoline Instant Oil Change, Universal Orlando Resort, Pernod Ricard, Charity Water, Suzuki Motorcycles and Starbucks

2012-2013 **Brian Hull Designs, Principal** | New York City & San Francisco

Highlights: Delivered new business to Control Group (now Intersection) and led creative and strategy for Oracle's Customer Experience (CX) Interactive launch event at Gotham Hall in NYC. Invented mobile/IR controlled interactive movie poster for IPG Media Lab.

- Clients: IPG Media Lab, Clear Inc., Oracle, Right Now Technologies, Control Group (Intersection)

2010-2012 **Grey Group/G2, Executive Creative Director, Interactive** | New York City & Philadelphia

Highlights: Returned to lead creative vision for multiple new business wins including: Hertz Digital AOR for NA, EMEA, APAC and LATAM, NFL Game Pass and Caesars Palace Entertainment.

- Clients: Oversee creative for 30 agency accounts, including P&G's CoverGirl and Max Factor, all Campbell's Soup and Smucker's brands, GSK's Panadol and Breathe Right, Merck's Emend and Zolanza, Eli Lilly's Axiron, Ventura Foods, 1-800-flowers and Game Pass products for the NFL

2007-2010 **Organic, Inc., Group Creative Director** | New York City

Highlights: Help Propel Organic into CPG with new business wins for Kimberly Clark and P&G. Winning Global Hess energy, mass financial work on Bank of America and pioneering social media.

- Clients: Procter & Gamble's Iams, Eukanuba, Pur and Walmart/Family Moments, Chrysler, Hess, Related Real Estate and Bank of America brands

2002-2007 **Grey Group/G2, VP Creative Director** | New York City

Highlights: Launched the world's largest personalized beauty care website for P&G's CoverGirl. Amazing work on multiple Mars | Masterfood and M&M's brands, Campbell's Soup Digital AOR win.

- Clients: Oversee creative for 11 top agency accounts, including Procter & Gamble's CoverGirl, multiple Campbell's Soup Company and Mars brands

Professional references available upon request

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Awards:

IAC Award for Best Online Ad Campaign for Retail

- 2017: Outstanding Achievement in Internet Advertising for Red Wing Shoes

Patent Application Lead Inventor, Cognitive Advertising Triggered by Weather

- 2017: 19 Patent submissions, 3 files, 6 in search and evaluation, 1 in final review

Finalist for Webby's, MMA Smarties, OMMA and Cynopsis for Best Ad Tech & AI

- September and October 2017 for Watson Ads

Advertising Age's 2016 Best of List

- Dec 2016, Ad Age

Advertising Age's list of #7 the 10 best branded content partnerships in 2016

- Dec 2016, Ad Age. The Weather Company, in partnership with Goose Island

Platinum AVA Award for Epic Earth Mobile Website

- 2016 AVA Digital Awards

Travel + Leisure Social Media + Tourism Award (SMITTYS)

- 2012 Best Use of Social Media Platform for Hertz's 2011 Gas and Brake Campaign

Proctor & Gamble Best Brand Experience at Moment of Truth

- 2011 P&G Silver Award for the new Covergirl.com website for NA

Proctor & Gamble Best Innovative way to create an Audience

- 2011 P&G Silver Award for the MyCoverGirl Facebook engagement program for NA

PointRoll Beanie Award

- 2011 Hertz Gas and Brake for outstanding use of features
- 2009 Bank of America's 'America's Cheer' for innovation in online advertising

Exceptional Experience Award—Organic, Inc.

- 2009 1st Place. Bank of America's 'America's Cheer' for exceptional experience

Exceptional Innovation Award—Organic, Inc.

- 2009 1st Place. Bank of America's 'America's Cheer' for technical innovation

Cannes Submissions

- 2008 Digital Ecosystem for Bank of America's 'America's Cheer' (Honorable mention)
- 2009 Digital Equities, Related Real Estate- www.related.com

OMMA Award

- 2009 Online advertising sponsorship category for Bank of America's, 'America's Cheer'
- 2004 For Mars Foods USA/M&Ms, The Great Color Quest AOL Ad Campaign

Web Marketing Association's Web Awards

- 2009 Bank of America's 'America's Cheer' for outstanding achievement in web development
- 2006 CoverGirl for outstanding website
- 2005 Pantene for outstanding website
- 2004 CoverGirl for standard of excellence

Proctor & Gamble Beauty Care Innovation Award

- 2004 Innovation award for Beauty Care IT for CoverGirl's beauty consultants live chat program

Mercomm's Astrid Award

- 2003 Astrid Award for design for Memorial Sloan Kettering—www.mskcc.org

Horizon Awards

- 2003 Silver Award in the Consumer Information Category for Memorial Sloan Kettering
- 2003 Gold Award in the Category of Flash Websites for BD Diabetes
- 2003 Silver Award in the Category of Consumer Information for BD Diabetes

Tools:

Define, Design, Build, Refine

- Dynamic Data-driven Assembly of AI and Q&A Pairings for Cognitive Experiences
- Macro and Micro data analysis, stakeholder interviews, insights, analytics and measurement
- Expert multi-channel UX, UI, IxD, copy and design lead
- Commercial experience in audio, photo, video, motion and film shoot direction
- Expert knowledge of digital technical integration, multi-screen mobile, tablet, social, TV, OTT, authoring, accessibility, prototyping, coding issues and integrated experience IoT solutions

Education:

College of Marin, Kentfield & Novato, CA Campuses

- Summa Cum Laude Associates of Science Degree in Graphic Design. 4.0
- Summa Cum Laude Associates of Science Degree in Technical Authoring & Integration. 4.0
- Lifetime Member of the California College Honor Scholarship Society
- Dean's List Award & Alpha Gamma Sigma Honor Roll

Professional references available upon request