

# BERNIE HOGYA

## CREATIVE DIRECTOR

Sayreville, NJ | berniehogya@gmail.com | (732) 742-3285

Award-winning art director and creative director with experience in delivering brand building creative (including television, print, digital and social campaigns) for big and small brands alike.

### EXPERIENCE

Lean&Mean, New York, NY

Managing Partner/Art

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 just named as one of “The World’s Most Innovative Companies of 2018.” Also worked on AbbVie, DMD Healthcare and Halo.

Campbell-Ewald, New York, NY

Group 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 climbed to #5 on a CBS Network special where viewers voted on 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, became a pop culture phenomenon, and landed on permanent display at the Smithsonian Institution. Also worked on Buick, Regent, Saab and Zicam.

### EDUCATION

BFA in Advertising Design

Kean University, Union, NJ

### SKILLS

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 more than my fair share); 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 am proficient in Photoshop, InDesign, Illustrator and Final Cut Pro.

### PORTFOLIO

[www.berniehogya.com](http://www.berniehogya.com)