

JUSTIN HERBER

CREATIVE DIRECTOR + DIRECTOR

535 Westbourne Drive West Hollywood, CA 90048 310.663.4372 justinherber@mac.com

BIOGRAPHY

Justin Herber is a multidisciplinary creative director with over a decade of experience in brand storytelling. With a background in fine art, screenwriting, and film-making, Justin marries a sharp eye with a deep understanding of story to create memorable and meaningful works across a variety of mediums and platforms for some of the most influential companies and brands in the world.



@justinherber



in/justinherber

EXPERIENCE

CREATIVE DIRECTOR + COMMERCIAL DIRECTOR (FREELANCE) - 2014 - PRESENT

Clients include: Deutsch (California Milk), Mullen/Lowe (California Avocado), Full Screen (Revlon & Kohl's), Social House (Schwarzkopf, T3 Micro), Matte Black (Barilla Pasta), Clear as Day (adidas), Sephora, Gap, Pacifico, TAGR, Revisit Products, Tractor Soda Company,

SCREENWRITER & EXECUTIVE PRODUCER - 2012 - PRESENT

2016 - Murder, Inc (Feature Adaptation) - The Mark Gordon Company
2014 - Mario Puzo's Omertà (Television Pilot Adaptation) - The Weinstein Company
2012 - The Edge (Television Pilot) - USA Network

BRAND CREATIVE ADVISOR, TOMS - 2014 - 2016

Established story and creative direction for all consumer facing initiatives in tandem with the Global Art Director. Advised Marketing, Film, and Creative departments to ensure brand cohesion and storytelling across all owned channels. Led creative pitches for major initiatives and campaigns to CMO and founder Blake Mycoskie.

Interfaced with outside companies, agencies, and production companies to communicate the TOMS brand for the purposes of partnerships and strategic alliances. Developed strategy and creative for national campaigns and partnerships with AT&T, Facebook, and Instagram.

CREATIVE DIRECTOR - VIDEO (FREELANCE), TOMS - 2010 - 2014

Oversaw all consumer-facing video content from development through delivery. Positioned video as the creative lead for brand storytelling. Traveled on location (Cambodia, Guatemala, Haiti, Honduras, Nepal, Rwanda, Tanzania, South Africa, and multiple US locations) to produce and direct documentaries featuring the work of Giving Partners and NGOs in the field. Represented brand as a liaison to NGO partners, governmental officials, and medical professionals.

FREELANCE CREATIVE PRODUCER - 2005 - 2010

SWAY STUDIO - VFX (2008 - 2010)

Clients included: Pontiac, Hyundai, GMC, Mini Cooper, Complex Magazine

STARDUST VISIONS (2006 - 2007)

Clients included: Louis Vuitton, Davidoff, Dior, Keds, Johnston & Murphy

LOGAN - MOTION GRAPHICS, VFX (2005 - 2006)

Clients included: Apple, Sprint, eBay, Old Navy, GAP, Toyota

CREATIVE ASSISTANT TO MICHAEL BAY, BAY FILMS - 2001 - 2003

Films: Pearl Harbor, Bad Boys 2, Texas Chainsaw Massacre

EDUCATION

PEPPERDINE UNIVERSITY, MALIBU, CA; STUDIO ART - 2001

Study abroad program; Heidelberg, Germany - 1998 - 1999
First incoming freshman to be offered a Studio Art scholarship

SKILLS

Innovative Problem Solver, Driven Leader, Strategic Thinker,
Inclusive Collaborator, Dynamic Communicator, Seasoned Traveler
(45+ countries)

Art Direction, Copy Writing, Photography, Videography, Post
Production, Final Cut, Premier Pro, Photoshop, Illustrator, Keynote