

RESUME NATHAN HACKSTOCK CREATIVE DIRECTOR

AWARDS

Addy iMedia/Consumer Products Silver 2010
SonyStyle.com

Addy Collateral Material Silver 2010
HondaJet

Interactive Media Awards Best In Class 2010
Bare Escentuals.com

Web Awards Outstanding Website 2010
California Travel and Tourism

Web Awards Outstanding Website 2010
Bare Escentuals.com

Addy Holiday Card Bronze 2009
HondaJet

Addy Remote Deposit Bronze 2009
Union Bank of California

Mixx Viral/Word of Mouth Silver 2006
PlayStation Shadow of the Colossus

Addy Interactive Media/Rich Media Gold 2006
PlayStation God of War

Addy Interactive Media/Rich Media Gold 2006
PlayStation Hellweek

Addy On-Line Campaign Silver 2006
Pepsi One Oneify

Addy On-Line Ad Silver 2006
Nissan Xterra Energy Bar

Addy On-Line Campaign Bronze 2006
JBL On Tour/On Stage

Art Directors Club Viral Campaign 2006
PlayStation Shadow of the Colossus

Beldings Complete Campaign 2006
PlayStation Shadow of the Colossus

Beldings Sweepstakes Bowl 2006
PlayStation Shadow of the Colossus

AGENCYENDTAG**LOCATION**LOS ANGELES, CA

DATEJanuary 11 to Present**TITLE**CREATIVE DIRECTOR

ACCOUNTSMatter_Space_SQ

AGENCYSAPIENT**NITRO****LOCATION**LOS ANGELES, CA

DATESeptember 09 to Jan 11**TITLE**REGIONAL CREATIVE DIRECTOR

ACCOUNTSBare Escentuals_Hawaiian Airlines_Sony_Yahoo!

RESPONSIBILITIESIn a reversal of roles, was brought in as lead creative to head up the creative teams on the west coast, including offices in San Diego, San Francisco and Los Angeles. Helping Sapient move from a web development shop by evolving its offerings into the through-the-line marketing agency of SapientNitro.

AGENCYSAATCHI & SAATCHI**LOCATION**SINGAPORE

DATEJanuary 08 to June 09**TITLE**REGIONAL CREATIVE DIRECTOR

ACCOUNTSSony Ericsson, United Overseas Bank, Proctor & Gamble, Singapore Navy, Economic Development Board of Singapore

RESPONSIBILITIESLeading the establishment of digital creative thinking and services for the Saatchi offices throughout Southeast Asia including Saatchi Singapore, Malaysia, and Thailand. Played a key role to revolutionize the Saatchi regional network, from a traditional print and television producing group of agencies, into truly integrated through-the-line agencies. Played a pivotal role in educating clients as well as the internal teams within the agencies about the process, components, and structure necessary for the implementation of a digital practice. Lead the team in winning new business with the Economic Development of Singapore and played a role in retaining possible lost business with the Singapore Navy.

AGENCYCLEMENGER BBDO**LOCATION**SYDNEY, AUSTRALIA

DATENovember 06 to Nov 07**TITLE**EXECUTIVE CREATIVE DIRECTOR

ACCOUNTSAir New Zealand_Australian Government_Mitsubishi Motors_Olay_Pepsi + Visa

RESPONSIBILITIESAs a board member of Clemenger, Sydney, was tasked to be the conduit between the general agency of BBDO and its digital/direct partner Proximity. Duties included the introduction of required practices in order to create through-the-line campaigns for their already solid client base. Played a key role in shaping the creative vision to help Clemenger transition from a traditional agency into an effective modern day agency. Lead teams in the landing of new business for both Mitsubishi and Vias while retaining possible lost business with both Air New Zealand and the Australian Government.

POINTS OF CONTACT

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www.endtag.com



RESUME CONT. NATHAN HACKSTOCK CREATIVE DIRECTOR

AWARDS

D&AD 2006

PlayStation Shadow of the Colossus

Effies On-Line Advertising Silver 2006

Infiniti M

IAAA Interactive Media/Rich Media Bronze 2006

Infiniti Summer Sales Event

Belding Bowl Complete Campaign 2006

Pepsi One Oneify

One Show On-Line Campaign 2006

PlayStation Shadow of the Colossus

TBWA\ Disruption Award 2006

PlayStation Shadow of the Colossus

Yahoo Purple Chair 2006

PlayStation Shadow of the Colossus

Belding Bowl Complete Campaign 2005

Pepsi One Oneify

IAAA Interactive Media 2004

Nissan Xterra World Championship

Belding Interactive Website Finalist 2003

toyota.com

Belding Bowl Interactive Website 2002

toyota.com

Belding Bowl Interactive Website 2002

toyotamatrix.com

Belding Interactive Website Finalist 2002

roxyecho.com

Belding Bowl Interactive Website 2001

toyota.com

Cannes Best Use of Internet/New Media 2001

Prius Gas Calculator

Belding Bowl Interactive Website 2000

isthistoyota.com

AGENCY TEQUILA\ OF TBWA LOCATION LOS ANGELES, CA

DATE October 04 to November 06 TITLE CREATIVE DIRECTOR

ACCOUNTS Apple_Energizer_Harman/Kardon_Hoover_Infiniti_Nissan_Pennzoil_Sony Playstation_Principal Financial_Uncle Ben's_TBWA_Tequila_Visa + Whiskas

RESPONSIBILITIES Oversight of all interactive creative within the halls of TBWA\ Los Angeles. Worked hand in hand with the Director of Interactive and the Director of Production to develop the process and structure for building an interactive team for both 0.Chiat\Day + TEQUILA\. Grew an upstart creative team from 4 to 28 in little under two years. Specializing in digital marketing, the digital team had produced award winning work within the automobile, electronics, soft drink and video game industries. Success for the TEQUILA\ digital team was realized when it made it's inaugural appearance on Ad Week's list of top 100 interactive shops by entering in at number 17.

AGENCY SAATCHI & SAATCHI LOCATION LOS ANGELES, CA

DATE February 00 to Oct 04 TITLE ASSOCIATE CREATIVE DIRECTOR

ACCOUNTS Toyota North America: Prius_Corolla_Camry_Camry Solara_Celica_Echo_Higlander Hybrid_Matrix_MR2 Spyder_Sienna + The Toyota Dealer Association

RESPONSIBILITIES Overall creative management of the award winning Prius, Corolla, Camry, Solara, Celica, Echo, Matrix + MR2 Spyder sections within toyota.com, including all corresponding on-line media for each of the respective vehicles. Creative lead on 1st Generation Prius and worldwide launch of the second Generation Prius, Highlander Hybrid, Camry, Corolla, Matrix vehicle launches [including media units, mini-sites and toyota.com]. Duties include the nurturing, educating and realizing necessary to build strong digital creative, via the writer/art director/multi-media designer/production teams in conjunction with our media department, producers and account team.

AGENCY YOUNG & RUBICAM LOCATION DETROIT, MI

DATE September 99 to January 00 TITLE SR ART DIRECTOR

ACCOUNTS Ford Motor Company_Visteon_MichCon_MGM Grand + Health Alliance Plan

RESPONSIBILITIES Overall design of the Ford Corporate Hybrid Electric Vehicle web site, including information architecture, design + user interface. Working with art directors in the up keep of current client sites. Assisting in the implementation of a process for the agency's quickly growing interactive department by establishing steps, timing + work flow.

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RESUME NATHAN HACKSTOCK CONT. CREATIVE DIRECTOR

AWARDS

Cannes Interactive 2000
toyota.com

One Show Interactive Finalist 2000
isthistoyota.com

Caddy Silver 1998
plymouthcars.com

IAAA Bronze 1998
plymouthcars.com

AWARD SHOW PANEL

First Boards 10

Digital Media 08

Addys 05

One Show 05

PUBLISHED ARTICLES

B&T Australia_March 07

Campaign Brief Australia_June 07

Campaign Brief Australia_Aug 07

SPEAKING ENGAGEMENTS

iMedia Conference

Otis College of Art + Design

LACC Interactive Creative Review

BOARD OF DIRECTORS

Clemenger Sydney

EDUCATION

CENTER FOR CREATIVE STUDIES/COLLEGE OF
ART+DESIGN graphic communications

EDWARD TUFTE
Information Design

AGENCY J. WALTER THOMPSON LOCATION DETROIT, MI

DATE March 98 to September 99 TITLE INTERACTIVE ART DIRECTOR

ACCOUNTS Ford Motor Company_ FDAF_Ford Retail Network_Ford

Pre-Owned_Drug Enforcement Administration + JWT Worldwide

RESPONSIBILITIES Overall design of the Ford Vehicle on-line ad campaign. Acting Associate Creative Director on Ford Retail Network site, Ford Pre-Owned site + on-line ads, JWT Worldwide Intranet site, DEA survivors benefit site, which included the information architecture, art direction, graphic design + user interface design utilizing an internal web development staff for programming.

AGENCY D'ARCY, MASIUS, BENTON & BOWLES LOCATION TROY, MI

DATE October 97 to March 98 TITLE INTERACTIVE ART DIRECTOR

ACCOUNTS GM Goodwrench + Pontiac: Bonneville_Grand Am_Grand

Prix_Montana_Firebird_Sunfire

RESPONSIBILITIES Overall design of the Pontiac vehicles and GM Goodwrench web sites including the information architecture, art direction, graphic design + user interface design utilizing outside vendors for programming. Also was the creative lead in the creation and development of on-line ads for the Pontiac product line.

AGENCY ROSS ROY COMMS LOCATION BLOOMFIELD HILLS, MI

DATE June 96 to October 97 TITLE INTERACTIVE ART DIRECTOR

ACCOUNTS Eagle_Jeep_Plymouth + AC1

RESPONSIBILITIES Overall design of the Plymouth vehicles and AC1 web sites, including the task of creating the content, organizing it into an information architecture, image selection, graphic design + user interface design utilizing both internal web development staff and outside vendors for heavy back-end programming. Also the creative lead in the creation and development of on-line ads for Chrysler, Jeep, Eagle, Plymouth and Dodge vehicle line's.

AGENCY BRYCE, ZION AND POWELL LOCATION RICHMOND, MI

DATE August 94 to January 96 TITLE PARTNER/CREATIVE DIRECTOR

ACCOUNTS Weekender Entertainment_The Puck Magazine + Burger King

RESPONSIBILITIES Was an operational partner for the Bryce, Zion & Powell publishing, in overseeing all creative services and design work generated by BZP Inc. Managed all business aspects of producing monthly print publications. Led a team of six employees in addition to contracting numerous free-lance graphic designers, photographers, illustrators and writers. Reinvented the Weekender Entertainment magazine corporate identity and design.

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