

# mike ball

creative director

**full name** Michael Andrew Ball

**phone** 310 844 5439

**email** mike@mikeball.design

**website** www.mikeball.design

**LinkedIn** linkedin.com/in/mikeball1978/

## at a glance

### skills

agency leadership

art direction

brand strategy

client relationships

copy writing

creative direction

new business development

production

studio process

team management

### notable clients

ABC

Adidas

ADP

Allergan

Amazon Prime

Asics

The Bicycle Hotel & Casino

Caesars Rewards

Coway

Dierbergs

Facebook

Fresh & Easy

LinkedIn

Maruchan

Nike

Pepsi

Revolution Beauty

SkinMedica

Sonos

## about

I've specialized in multi-discipline creative for over 22 years. I've crossed both the US and the UK markets and covered an array of industries, with a focus on progressive and inventive creative solutions.

This global experience has enabled me to work with varied and ambitious clients of all sizes, on 360° projects that have included; advertising, branding, broadcast, content, digital, experiential, key art, marketing, motion, packaging and UI/UX.

### PCH

**Creative Director**

**Los Angeles · 04/2020 to present**

PCH is a creative and production agency, based in Los Angeles, California.

Built from the creative services of global print, fabrication and marketing specialists, Primary Color, my role has been to reinvent their creative offering and build a true agency service as separate business entity.

Starting with a rename, rebrand, customized new premises and full rebuild of the creative team, we launched our new services while simultaneously expanding our remit with entertainment clients ABC, Universal, Amazon Prime and Quibi.

Under my creative direction, we stabilized accounts and won work from new and existing clients, bringing a wider variety of key art, content, CPG and digital clients to the agency.

### AMP Agency

**Group Creative Director**

**Los Angeles · 09/2019 to 04/2020**

AMP is an award-winning, full-service digital marketing agency built for the modern marketer. We crafted useful marketing, experiences, and digital products that grow businesses.

My role was to re-shape the Los Angeles location's creative offering, bringing my extensive experience and leadership to multiple areas of the agency.

As part of this overhaul, my contributions lead to a \$6.7MM increase of combined account growth and new business wins, based on bigger picture ideation and high-end creative execution.

In this time, we've built 360° campaigns that utilize content, branding, campaign, UI/UX and experiential channels.

Under my guidance, a newly refreshed agency team of 40+ delivered progressive, imaginative and effective creative for clients including Caesars Rewards, Coway, Maruchan, Allergan, Backwoods, Dierbergs, FX, TripAdvisor, Facebook and LinkedIn.

### Senior Creative Director

**Los Angeles · 05/2019 to 09/2019**

My role was to improve the agency's creative services, bringing my extensive experience and leadership to the team, focusing on content, branding, campaign and experiential work, alongside new business pitches and creative development.

During my time as Senior Creative Director, I notably lead the ideation and creative for \$3MM worth of new business wins, and oversaw the content and digital creative for Caesars Rewards' experience centers.

Caesars Rewards has over 50MM worldwide members, we launched an innovative onsite touchscreen table with custom content for each hotel and casino location, alongside long form motion content for the program as a whole.

# mike ball

creative director

full name Michael Andrew Ball

phone 310 844 5439

email mike@mikeball.design

website www.mikeball.design

LinkedIn [linkedin.com/in/mikeball1978/](https://www.linkedin.com/in/mikeball1978/)

## in numbers

21 years experience

8 years as creative director

6 agencies

2 home countries

1 agency owned

## Splash Worldwide

Creative Director, North America

Los Angeles. Portland. New York • 08/2016 to 03/2019

Splash is the creative technology company that unleashes creativity for the world's best-known brands. I was brought on as a hands-on Creative Director to specifically help shift the business towards a full-service agency model, growing the creative offering from the ground up.

In my time with Splash I consistently delivered innovative creative solutions across a variety of platforms and industries, re-built the studio teams and processes across multiple sites, opened a new creative studio in Los Angeles, and brought new clients to the agency.

Splash's clients include global icons Nike, Adidas, Asics, Under Armour, Sonos and Newell Brands (Mr. Coffee, Sharpie, Dymo, Graco, Rubbermaid), requiring a range of services that cross the spectrum of advertising, marketing, branding and digital content creation.

## Innerspin

Creative Director

Los Angeles • 03/2015 to 07/2016

Innerspin is an advertising and marketing agency that has a focus on building brands with big picture creativity.

My role as a hands-on Creative Director was to fully refresh the studio team while delivering high-end creative across a variety of platforms, bringing a failing studio back to productivity and profitability.

Our clients included global food manufacturers, high-end hoteliers, tech companies and venture capitalists, requiring a range of services that crossed the spectrum of branding, advertising, marketing and digital innovation across 360° campaigns.

## Hanson & Wen

Creative Director

Los Angeles • 10/2012 to 03/2015

As a founding partner, I oversaw the creative and brand strategy for Hanson & Wen, a boutique design agency specializing in branding, packaging and marketing within the food, beverage and consumer packaged goods sectors.

As a hands-on Creative Director with a small team, we serviced clients including Fresh & Easy, Cass Fresh, Delicato Family Vineyards, Fujisan and HMR Foods.

Alongside leading our creative and production services, as partner I was involved in every aspect of running and growing the agency – including new business development, account management and day to day site management.

## volunteer and pro bono experience

### La Sierra University

Riverside • 02/2016

I was invited to speak as a guest lecturer, covering all aspects of the creative industry and my own personal career experiences.

After these onsite lectures, I continued to mentor the students remotely by conducting portfolio reviews and industry advice, and offering junior roles within my agencies.

### Hilarity for Charity

Los Angeles • 11/2013 to 04/2014

I delivered pro bono branding and event creative work for Seth Rogen's Hilarity For Charity, set up to raise awareness and funds for Alzheimer's research.