

HAL HEFNER

MARKETING EXECUTIVE

CONTENT STRATEGIST • CREATIVE DIRECTOR • ARTIST

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About:

Hal Hefner is a Creative Director/Strategist who has developed marketing strategies and content for brands, studios and advertising agencies. Specializing in the entertainment industry, Hal's ideas are brought to fruition through award winning art, design and writing that spans the gamut of content creation including videos, web series, short films, comic books, animation, and a plethora of other digital marketing experiences and their coinciding social media campaigns. In addition to creating the ideas and strategies that form the foundation of these campaigns, Hal carefully builds his teams for the very specific needs that each project presents.

Hal's most recent work includes content creation for Amazon's, Man in the High Castle Season 2 in which he developed a Resistance Radio Station as a companion to the show for Campfire, NYC, which was nominated for an emmy and won three bronze Lions and two silver Lions at the Cannes Film Festival.

As the Creative Director for DeviantArt, Hal became an expert at building community through highly engaging content. He created several advertising campaigns, art contests and more for a variety of studios, gaming companies and tech products. At DeviantArt Hal partnered with Blizzard to launch their highly successful game Overwatch. In addition he created engaging campaign for Universal Studios and M Night Shyamalan for the movie SPLIT.

Prior to DeviantArt Hal was creating content strategy for Ridley Scott's marketing company 3AM, where he consulted on the development of brand partnerships, marketing strategies, content development, design and storyboard creation for the films, the Martian, Morgan, Concussion, War for the Planet of the Apes and Tim Burton's, Miss Peregrine's Home for Peculiar Children, RoosterTeeth's Lazer Team and more.

In providing strategic and artistic services for ad agencies, studios and gaming companies, Hal consulted for Ignition Creative, a world famous entertainment marketing company. Working in various creative and production roles Hal was a "Swiss Army Knife" of skills that produced teams, artwork, concepts, art direction and new business. Hal participated in the creative strategy and building of experiences for X-Men: Days of Future Past, Terry Gilliam's Zero Theorem, the NFL Network, Mr. Peabody and Sherman, and an array of other successful film properties.

Hal was a team building strategist and conceptual artist for the Emmy Award winning transmedia series Dirty Work, produced by Fourth Wall Studios. In addition to Dirty Work, Hal helped to produce dozens of other original pieces of scripted content, as well as the design and the technology for the platform it was shown on, Rides.tv. While at Fourth Wall, Hal also helped to produce the animated episode, Airship Dracula, by Emmy Award winner Jay Bushman.

In 2014, Hal created an Intellectual property that was purchased by author James Frey for his Endgame novels, that formed the foundation for Google to produce an Alternate Reality Game. Hal consulted with Google on the creation of this game, which can be seen here:

<http://endgameancienttruth.com/>

As an illustrator, Hal has worked for high profile clients through a magnitude of industries. In addition to illustration, he has extensive experience as a Graphic Designer and Art Director in multiple industries where he was responsible for the creation of websites, web content, marketing collateral, retail / toy packaging, one sheets, key art, presentations and more.

In January of 2011, Hal launched Gates, Heavy Metal Magazine's first online comic book. As the artist, writer and producer, he was in charge of every aspect of the webcomic series from the creative direction and execution to the production of the soundtrack.

In 2015 Hal created the CONSUME art series inspired by John Carpenter's cult film, They Live. The series has been picked up by major news outlets and has become an internet sensation for its satirical take on modern society. In 2016 the CONSUME series was featured at the Glastonbury Festival in the UK focusing on BREXIT. In extending the CONSUME series, in 2017 Hal and a team of South Park animators created "Tweet" a music video parody of Radiohead's Creep, starring Donald Trump, which was covered all over the world from the Huffington Post to Rolling Stone and Billboard.

Catmonkey Studios: <http://www.thecatmonkey.com>

Hal's Portfolio: <http://www.halhefner.com>

CONSUME: <http://www.consumepopculture.com>

TWEET: <http://www.tweetvideo.com>

Skills:

CONTENT STRATEGY: Writing, Social Media, Strategy/development and deployment, community

CREATIVE DIRECTION: Design, Art Direction of web/digital, print and video content

ART: Illustration, Storyboard Artist, Cartoonist, Fine Art, Photography

SALES: Marketing concepts/execution, partnerships, services, business development/management

Partial Client List:

Amazon, Blizzard, RED Hydrogen One 3D phone, Magical Threads, DeviantArt, 3AM, Evergreen Studios, Google, Sony, Rooster Teeth, Disney, Amazon Studios, Nike, Playstation, Ignition, Fox Consumer Products, Paramount, Disney, THQ, Warner Bros, NFL, G2, Ignition, Fourth Wall Studios, Fox Studios, Dreamworks, Heavy Metal, Fourth Wall Studios, Team Zenyatta, Famous Monsters, Mile 9, Han Solo Adventures, Hero Games, Spacedog, Breygent Marketing, Alderac Entertainment Group, Strange Horizons, Nova Eth, Gensler / Studio 585, Coca Cola, DirecTV, Bluewater Comics, Citysearch, California Tan, Hustler magazine, Jay Comics, Star Wars Day celebration, Eleventh Hour, Challenging Destiny Magazine, Shadis Magazine, Basement Games, Fractal Dimensions, Rochester Democrat and Chronicle, FILTER, Perkins & Will, Toyota, Gold's Gym, BLT and more.

WORK EXPERIENCE:

CATMONKEY: Chief Creative Officer

February 2009 – Present

Provide Creative Direction, Art, Design and Content Strategy for the following Clients:

Amazon, Google, Paramount, SYFY, Fox Studios, Rooster Teeth, Ignition, NFL, G2, Ignition, Fourth Wall Studios, The Shadow Gang, Sony, Dreamworks, Heavy Metal, Team Zenyatta, Famous Monsters of Filmland, THQ, Han Solo Adventures online game, Alderac Entertainment, Evil Hat Productions, Heavy Metal Magazine, John O'Groats, Fraser Communications, Ogilvy & Mather, Streetwise, Section 9, Tarukino and more.

Sapient/Campfire Strategic Consultant (Content Strategist & Art Director)

June 2016

Resistance Radio: Hal was hired by Campfire NYC to create a Transmedia campaign for the second season of Amazon Studios, the Man in the High Castle. With Campfire Hal produced RESISTANCE RADIO, living in the alternate reality universe of the show, by creating programming with artists such as Beck and Nora Jones that reimagined one hit wonders and classic songs of the times. With nine plus hours of programming the show took on a life of its own and even created a Twitter storm when supporters Donald Trump supporters mistook it for being a real anti-Trump piece of "liberal media."

<https://resistanceradio.com/>

In June of 2017, Resistance Radio won 3 Bronze Lions at Cannes and 2 Silver Lions and was heralded by judges as profound work of digital content that used technology wisely and organically to make audiences want to experience it.

DeviantArt: Creative Strategist & Creative Director

September 2015 - October 2017

As the Content Strategist & Creative Director at DeviantArt Hal was able to blend his knowledge and skill as an artist with his content strategist capabilities, to develop top notch creative content that speaks to the artist community and meets the goals of the client's objectives.

List of Notable Content Produced while at DeviantArt:

- Strategist:
21 Days of Overwatch: Blizzard engaged DeviantArt to create 21 Days of Overwatch, a highly successful fan art series dedicated to their new game and pop culture phenomenon, Overwatch, to help launch the title.
<http://go.deviantart.com/journal/21-Days-of-Overwatch-604056568>
- Creative Director, Artist, Writer, Strategist:
Krampus: A promotional piece for the DVD release of the film Krampus, by Universal.
<http://go.deviantart.com/journal/You-Better-Not-Cry-Krampus-the-Yuletide-Bad-Cop-602679640>
- Creative Director, Writer, Strategist, Interviewer:
M. Night Shyamalan's, Split for the Digital and DVD release of the film.
<https://go.deviantart.com/journal/The-Split-Shattered-Self-Contest-666791525>
- Content Strategist, Writer, Artist:
SketchThis: A collaborative app that resides inside Sketchbook Pro, and is filled with daily drawing challenge for amateur and professional artists.

3AM: Creative Strategist Consultant (Content Strategist & Creative Director)

October 2014 - July 2015

3AM is Ridley Scott's privately funded marketing arm, created to deliver first class marketing experiences for movies, that are story driven and value added. For the first time in Fox studios history, the marketing team at 3AM was allowed on set to capture content written and produced by 3AM for Ridley's newest film, the Martian, starring Matt Damon. This transmedia content created by 3AM is strategically designed for certain time based milestones prior to the film's release to build momentum. In addition to the Martian, Hal worked on the films Morgan, Concussion, War for the Planet of the Apes, Miss Peregrine's home for Peculiar Children and led the Content Strategy for Roosterteeth's crowdfunded film, Lazer Team.

List of Content Produced while at 3AM:

- Art Director, Concept Strategist, Artist, Writer:
The Martian: This video stars Matt Damon and the crew of the Ares, that we introduced to the world for the first time.
https://youtu.be/CumZP6_9sHU
- *The Right Stuff, is the second video for the series.*
<https://youtu.be/Wygmzpz6VzY>
- Our Greatest Adventure: Starring Neil deGrasse Tyson
<https://youtu.be/-fdKyszL1Zo>
- Content Strategist, Writer, Art Director:
Concussion, Morgan, War of the Planet of the Apes (currently in production)
- Content Strategist, Art Director:
Lazer Team: <http://www.lazerteamthemovie.com/>
- Artist and Content Strategist: *Miss Peregrine's Home for Peculiar Children*

Ignition: Team Building Strategist, Writer and Illustrator

February 2013 - September 2014

Ignition is a creative storytelling agency that explores the boundaries of narrative to bring entertainment properties and brands to life.

At Ignition, Hal was their "Swiss Army Knife" who pitches in his skills wherever needed to produce teams, artwork, concepts, art direction and new business. Recently, Hal participated in the creative strategy and building of experiences for X-Men: Days of Future Past, Terry Gilliam's latest film Zero Theorem, the NFL Network, Mr.Peabody and Sherman and an array of other A-level clients.

List of Online Content Produced while at Ignition:

- Art Director, *NFL Thursday Night Football Digital Campaign: <http://www.nfl.com/tnf>*
- Team Building Strategist, Writer, Producer of San Diego Comic Con, experience, *X-Men Days of Future Past:*
<http://www.thebentbullet.com/#!/home>
<http://www.trask-industries.com/#!/home>
- Strategist, Producer, Writer, *The Zero Theorem:*
https://www.youtube.com/watch?v=rae7_O_6EtU

Fourth Wall Studios: Artist and Team Building Strategist

February 2012 - December 2012

Fourth Wall Studios was an experiential, Emmy Award winning entertainment company based in Culver City, CA, that focuses on pushing the boundaries of interactive storytelling through multiple digital media platforms. As the Storyboard Artist, Gadget Document Designer and Team Building Strategist, Hal built teams for every facet of the company in a smart, strategic way. Hal also participated in the early stages of the creative process as a concept artist and storyboard artist.

The online content Hal produced can be seen at <http://www.rides.tv>

JBCconnect: Director of Marketing and Business Development

February 2011 - March 2012

At JBCconnect, Hal was the Director of Marketing and Business Development, and brought in new business and created marketing campaigns for the agency.

BLITZ : Team Building Strategist and Concept Artist

October 2010 - February 2011

Hal was the brand ambassador for BLITZ and recruited talent from all corners of the world at all levels and all skillsets to build their production teams. Hal also participated in creating concept art and storyboards for various pitches and campaigns for Naked Juice, the video game Saints Row, Fox and more.

Eleventh Hour: Vice President of Marketing and Business Development

November 2007 – February 2010

Eleventh Hour is a full service staffing agency in Los Angeles specializing in the placement of professionals for creative, advertising and marketing positions as well as administrative, executive assistants, accounting and more. Hal created their first division focusing mostly in the online space for creative, marketing, advertising and public relations. He brought in new business and created marketing campaigns for the agency.

Creative Circle: Creative Recruiter and Business Development Executive

August 2004 – August 2007

Hal's focus included sales and recruitment of creative, advertising and marketing talent, as well as the management of several millions of dollars worth of accounts in the greater Los Angeles area. Acquiring and managing many high profile clients contributed greatly to the company's growth. He was responsible for the placement of some of Los Angeles' hottest creative and advertising candidates. While working with a variety of industries, some of his most successful placements were at world renowned advertising agencies, as well as corporate/entertainment companies such as Disney, Vivendi Universal, Blizzard Entertainment, Atari, Activision, Paramount, Universal Studios, Fox, Fox TV, Fox Sports, the Los Angeles Dodgers and many more.

GRAPHIC DESIGN & ILLUSTRATION EXPERIENCE:

Gensler/Studio 585: Business Development and Graphics Director

May 2002 – August 2004

Duties included Graphic Design/Art Direction/Illustration for marketing and retail projects for the in-house design studio of a world renowned architectural/interior design firm.

Perkins & Will: Business Development Coordinator/Graphic Designer

Feb 2000 – May 2002

Focus consisted of Graphic Design and Coordination of marketing and new business projects for a world renowned architectural/interior design firm.

Freelance Graphic Designer, Production Artist, Art Director and Illustrator

1995 – 2000

Clients Included: Toyota, Gold's Gym, Pacific Marketing, Hustler Magazine, California Tan, Xerox, Coca Cola, Papa John's, DirecTV, City of Hope, Cedars Sinai and more.

ADDITIONAL SKILLS:

PRODUCER:

As a creative Producer Hal has have developed various types of creative digital content including but not limited to:

- Comic Books
- Soundtracks
- Live web chats
- Videos: "how to" videos, parodies, interviews, marketing
- Website design and development
- Networking events
- Art shows and exhibits
- Monthly educational events for Transmedia LA
- Working events for artists and Transmedia Creators
- Podcasts
- Products for web & Mobile

SALES & MARKETING:

Through Hal's marketing efforts he has had his projects featured in such prestigious publications as the NY Times, Variety, USA Today, Wired Magazine and MTV Geek just to name a few. Hal is strategic person who loves to create ideas that generate ROI and engage community. His most successful email Marketing campaigns lead to an \$8MM and \$12MM book of business with Creative Circle in 2006 and 2007 respectively.

Marketing Specialties:

- community development & engagement
- affiliate programs
- online marketing
- social networking
- blogging/content creation
- search engine marketing
- guerilla marketing
- traditional/print based campaigns
- direct
- word of mouth
- public relations
- promotions
- SEO and SEO writing

EDUCATION:

Rochester Institute of Technology, Rochester, NY: *BFA in Illustration 1997*

Munson Williams Proctor Institute of Art/PRATT, Utica/New York City, NY:
AFA in Fine Art 1995