**LAUREN HUTCHINSON**

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**Portfolio:** [**http://laureneaustin.com**](http://laureneaustin.com)

**PROFESSIONAL EXPERIENCE**

Aspect Ratio – Creative Agency Seattle, WA

***Creative Director*** Nov 2021 - Present

**CAMPAIGNS:** THE BATMAN, HAWKEYE, FIRE OF LOVE

Amazon – XCM Seattle, WA

***Creative Producer*** May 2017 – Nov 2021

* Concept and produce live-action and animated videos for Facebook, Instagram, Snapchat, Pinterest, Twitter and TikTok based on briefs provided by campaign team. Responsible for ideation, pre-production, production and post-production through to final asset delivery.
* Create social-specific campaigns to align with larger mass campaigns and onsite creative, including the 2018 Q4 Holiday *Magic Box* social campaign, an evergreen concept, that was adapted for TV for the 2019 Q2 Summer campaign and 2020 Holiday social campaign.
* Creative lead on social team producing quick turnaround ads for A/B testing. Established relationships with social channel creative experts to stay on top of latest trends and platform updates.

Aspect Ratio – Creative Agency Los Angeles, CA

***Creative Producer*** June2014 – February 2017

**CAMPAIGNS:** THOR: RAGNAROK, DEADPOOL, DOCTOR STRANGE, ME BEFORE YOU, KUNG FU PANDA 3, THE SPONGEBOB MOVIE, THE BOXTROLLS

* Managed multiple feature film AV campaigns from concept development to final delivery. Responsible for creative direction, client communication, and oversaw team of writers, editors, motion designers, and music supervisors.
* Worked on marketing materials for 25+ movies including 9+ trailers, and 300+ TV spots.
  + Awarded the 2016 Golden Trailer Award for Best Romance Trailer – *Me Before You*
  + Awarded the 2016 Key Art Award (Silver) for TV Spot – *Deadpool*

Summit Entertainment Los Angeles, CA

***Director, Theatrical Creative Advertising*** August 2011- June 2014

**CAMPAIGNS:** THE TWILIGHT SAGA: BREAKING DAWN PART 1 AND 2, DIVERGENT, WARM BODIES, SINISTER, THE IMPOSSIBLE, THE PERKS OF BEING A WALLFLOWER

* Collaborated with creative EVP to develop 360 marketing campaigns. Produced content to fit various mediums for publication including posters, outdoor, newspaper, in-theater, trailers and TV. Responsible for communicating creative direction to all vendors, executing media plan and managing deadlines, and adapting creative assets for various departments.
* Executed the creative for Academy Awards season (“for your consideration”) print campaigns for *Perks of Being a Wallflower* and *The Impossible*.
  + Awarded the 2013 Key Art Award (Gold) for In-Theater Display - *Ender’s Game*
  + Awarded the 2013 Golden Trailer Award for Best Horror TV Spot – *Sinister*

Paramount Pictures Los Angeles, CA

***Manager, Theatrical Creative Advertising*** October 2010 – August 2011

**CAMPAIGNS:** TRANSFORMERS: DARK OF THE MOON, SUPER 8, THE FIGHTER, HOW TO TRAIN YOUR DRAGON

* Provided creative support and produced layouts for feature film print campaigns; including outdoor, international materials, mall/subway dominations, newspaper ads, and targeted media requests as well as executed special shoots.
* Established budget form and maintained multi-million dollar project budgets.
* Produced and finished 75+ print ads for *The Fighter* Academy campaign; oversaw all creative and managed deadlines.

**Paramount Pictures,** *Assistant to the EVP of Theatrical Creative Advertising,*Los Angeles, May 2008 - October 2010

**New Line Home Entertainment**, *Assistant to the SVP of Creative,* Los Angeles, CA, Sept. 2007 – May 2008

**Twentieth Century Fox,** *Film Promotions Intern,* London, England, Fall 2006

**Seattle International Film Festival,** *Executive Intern,* Seattle, WA, Summer 2006

**EDUCATION & SKILLS**

**Wake Forest University** Winston-Salem, NC

Bachelor of Science in Business, Minor in Communication August 2003 – May 2007

* Proficient in Windows, Mac OS X and iOS, Adobe Creative Suite, SAP, FileMaker Pro and all Microsoft Office Programs