

## Justin Bookey

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*Well-seasoned creative director / producer with taste for innovation in motion, print and web media*

## Content Creation & Strategy

### **Manager, Content Strategy | Sapient 2006 – 2009**

- Concepted and created award-winning online campaigns for Fortune 500 clients (Disney, Sony, Honda, Virgin, Union Bank, Cisco, etc.)
- As domain lead, spearheaded delivery of content strategy and brand marketing content for client websites that increased usability and boosted sales conversion rates
- Scripted, directed, and post-produced highly-watched video campaigns for web (corporate and viral), kiosk, and industrial use

### **Executive Producer/Director | Coolbellup Media 2002 – 2006**

- Created and managed entertainment and marketing content for AOL, Toyota, and other consumer-facing websites
- Produced acclaimed non-fiction video programming for broadcast, DVD and online release

### **Senior Content Strategist | marchFIRST 2000 – 2002**

- Led writing, editing, and user experience team for Mazda USA and other web properties
- Created content plans and guided branding style and tone for entertainment, automotive and pharmaceutical clients

### **Communications Attorney | Wilkinson, Barker & Knauer 1995 – 1998**

- Filed for and won FCC approvals for emerging broadcast, cable, and wireless services
- Facilitated multi-billion dollar media company transactions as expert consultant on regulatory and market effects

## Education

### **Boston University College of Communication**

#### **Boston University School of Law**

Dual degree: J.D./M.S. (Law/Mass Communications)

Editor In Chief, *Commentaries* Book Review Journal

Academic Scholarship Award (MS GPA: 3.92)

Vice President, Entertainment Law Association

### **University of California San Diego**

B.A., *cum laude*, Communications, Economics Minor

## Honors & Awards

- Emmy nomination: Documentary, *JUMP*
- Emmy nomination: Documentary, *3 Feet Under*
- Addy Award: Web site, HondaJet.com
- Addy Award: Sitelette, Sony dSLR Camera
- YouTube #1 Featured Video: *Serious Frog Jumpin'*