



# ROGER L. HOOKS

Creative and Marketing Professional

29280 CHANCE STREET, HAYWARD, CA 94544 408.658.3212 [HOOKSCREATIV@YAHOO.COM](mailto:HOOKSCREATIV@YAHOO.COM) HOOKSCITY.COM

## Qualifications Profile

### Energetic and Visionary

**Creative and Marketing Professional with Award Winning Initiatives and Messaging Expertise who Thinks Conceptually and Strategically about Brand Building.** Armed with a holistic vision for programs and activities across all platforms, with creative ability to transform fresh ideas into action.

## Core Competencies

- Creative Direction (Imagery and Copy)
- Marketing Programs Management
- Digital Campaign Production and Management
- Agency Management for
- Video Production Management
- Facebook, Twitter, Google and YouTube Content Produce
- Graphic Design Team Management & Art Direction
- Conceptual knowledge of HTML/CSS
- Ad Budget Management

## Professional Experience

### SUPERMICRO COMPUTERS – SAN JOSE, CA (2006-PRESENT)

#### Creative Manager

2014-Present

- Produce or lead creative for global server technology marketing department including look and feel for photography, all print, video for advertising campaigns, digital marketing campaigns, outdoor, television, radio and mobile applications under tight deadlines.
- Provide strategic direction in brand strategy and brand development, for Supermicro 3.0 brand refresh into Tier 1 Enterprise Server Solution space.
- Collaborate with CEO and executive level marketing managers to develop campaign and brand strategy
- Managed advertising Campaign including budget, vendors, ad creative development and purchasing.
- Lead in training to increase individual strengths in messaging, creative design and knowledge of product line
- Using interpersonal skills, I lead by example as a detail oriented, high quality collaborator and ambassador for consistent design while maintaining passion, positive attitude, humor, mentoring spirit, strong work ethic, collaborative environment, accountability and willingness to help which improved retention among the team.

#### Career Highlights

- *Successfully launched and provided creative direction for the company's Social Video Campaign Series managing team of script writers, story boarders, camera staff, on-screen talent, motion graphics artist, and 3D Animators to produce and distribute as many as one video every 10 days*
- *Successfully lead marketing visual communication across all platforms including advertising, live events and new media from every Intel processor launch since 2006.*
- *Increased perceived brand value from \$500M in 2006 to \$3B in 2018.*

#### Senior Graphic Designer

2011-2014

- Supervised designers delivering tradeshow signage and advertising
- Managed product photography and pursued improving consistency and dynamics for greater customer appeal
- Administered and completed building signage project with new corporate identity

#### Career Highlights

- *Created company's first complete and consistent print advertisement campaign titled "Evolving"*
- *Won Association of Marketing Communications Professionals Gold Award for "Evolving" print advertising campaign*

**CONTINUED, SUPERMICRO COMPUTERS**

**Graphic Designer** **2006-2011**  

- Utilizing creative thinking, contributed and drove projects making sure team manager works collaboratively on all marketing collateral.

**Career Highlights**

- Improved advertisements by applying more comprehensive layouts and hierarchy methods of presenting page content; and photography by introducing "glamour shots" of products using focused highlights and dramatic photo angles
- Introduced multi-media animation that included animating products and motion graphics in a more visually impactful manner along with ad audits to measure performance of ads
- Improved ad performance in recall performance by 20%.
- Created and introduced Supermicro's Cloud Computing Brand Identity "We Power the Cloud"

**BELM DESIGNS – SAN JOSE, CA**

**Director of Sales and Marketing | Consultant** **2007–2012**  
**Career Highlights**

- Using proven leadership skills drove growth in acquiring seven new repeat customers and increasing staff by 150%
- Successful direction and initiative to complete new website incorporating social media marketing strategy
- Expanded client base with the addition of 7 new customers which increased sales to 111.5% in 12 months

**THE FLOW INTEGRATED MEDIA – SAN JOSE, CA**

**Web Producer** **2006–2016**  
**Career Highlights**

- Created Wireframes to communicate new site design
- Lead team to develop strategy increasing site growth from zero to 1.2 million hits in a year
- Lead team in content creation and editorial write-ups including celebrity articles and video production
- Lead team to design and produce iTunes battle App called BattleBoyz

**Earlier Career**

<b>CENTURY HELICOPTER– SAN JOSE, CA   2006 - 2006</b>	<b>Art Director</b>
<b>LATIN REACH – SUNNYVALE, CA   2004 - 2005</b>	<b>Co-founder   Vice President of Marketing</b>
<b>U.S RECORDS – SAN JOSE, CA   2002 - 2004</b>	<b>Co-Founder   Partner</b>
<b>HOOKS CREATIV – FREMONT, CA   1996 - 2004</b>	<b>Principal   Creative Director</b>
<b>YAMAGUMA &amp; ASSOCIATES – SAN JOSE, CA 1995 - 1996</b>	<b>Art Director</b>

**Education**

**Associate of Arts, Visual Communication**  
Phoenix Institute of Technolgy, Arizona

**Awards and Honors**

**Association of Marketing Communication Professionals**  
Gold Award | Server Technology Advertising Campaign Category (Client: Supermicro, Title: Evolving)  
Gold Award | Copy Writing Category (Client: Harley Davidson, Title: It's Winter Time)  
Gold Award | Special Event and Pro Bono Category (Client: NAMBA, Title: 2007 NAMBA National Championship)

**Technical Acumen**

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Premier, Flash, Dreamweaver, After Effects, Final Cut Pro)  
Sound Edit | Apple Keynote | Microsoft Office Suite (Word, Excel, and PowerPoint) iOS