

Justin Bookey [MORE DETAILED RESUME AVAILABLE UPON REQUEST]

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Content director / strategist driven to innovate across media for measurable results

Content Creation & Strategy

Executive Creative Director | EMFATIK 2009 – Present

- Grow awareness and drive sales in consumer-facing marketing campaigns

Manager, Content Strategy | Sapient 2006 – 2009

- Concepted and created award-winning online campaigns for Fortune 500 clients (Sony, Honda, Virgin, Cisco, Union Bank, and more)
- Enhance usability to boost traffic and sales conversion rates for client websites

Writer/Director | Coolbellup Media 2002 – 2006

- Created acclaimed non-fiction video programming for broadcast, DVD and online release
- Developed online entertainment and marketing content for Disney, AOL, Toyota, and others

Senior Content Strategist | marchFIRST 2000 – 2002

- Led writing, editing, and user experience team for Mazda USA and other web properties
- Created content roadmaps 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 regulatory consultant

Education

Boston University College of Communication

Boston University School of Law

Dual degree: M.S./J.D. (Public Relations/Law)

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

- Addy Award: Website, HondaJet.com
- Addy Award: Sitelette, Sony dSLR Camera
- Emmy nomination: Documentary, *JUMP*
- Emmy nomination: Documentary, *3 Feet Under*
- YouTube #1 featured video: *Serious Frog Jumpin'*