

Will Hartman

CREATIVE DIRECTOR & BRANDED CONTENT STRATEGIST - LOS ANGELES, CA

My passion is to help brands engage their audiences with powerful and scalable story-driven visual content that looks premium yet is actually quite cost-efficient.

will@thisispartner.com
310-408-7306 office

Work Experience

Creative Director / Co-Founder

Los Angeles, CA
May 2019 - Present

PARTNER CREATIVE AGENCY

Supervising the branding strategy, creative execution, and production of scalable advertising initiatives across all platforms including broadcast, digital, retail, packaging, events and print.

Our speciality is scalable video content that features sophisticated lifestyle cinematography and high-quality CG animation. We're fiercely passionate about the excellence of what we create, and we pay a lot of attention to the little details that make a big difference. Our company is a nimble and highly capable creative force that will find or forge the inspired solutions you seek.

Creative Director / Director / Copywriter

El Segundo
Apr 2016 - May 2019

Motor Trend Group / TEN

Creative Director, Copywriter and Director on VIZIO, including the creation and supervision of multiple brand films, digital advertising, product & lifestyle photography, and in-store on-screen content nationwide for complete line of VIZIO television and audio products from 2017 to 2019.

Creative Director / Director of four commercials for the 2019 Nissan Kicks launch campaign.

Creative Director and Copywriter on Chrysler Pacifica 2017 branded digital content and films.

ACD and Copywriter on broadcast and branded digital content for Chevrolet, including launch spots for the reimagined 2017 Camaro.

Creative Director / Director

Atlanta, GA
Sep 2014 - May 2019

The Harlem Globetrotters

Creative Director, Director and Producer of nationwide broadcast and digital advertising campaigns for The Harlem Globetrotters from 2014 to 2019.

Writer-Director (freelance)

Los Angeles
Nov 2015 - Jan 2016

RED Interactive

Creative Director / Writer-Director of trio of branded content films for Lego. Shot on location in Los Angeles, CA and Boston, MA.

Associate Creative Director (freelance)

El Segundo, CA
Sep 2015 - Dec 2015

StudioTEN

ACD and copywriter on digital brand films for Chevrolet's new 2016 line of cars, including the Silverado, Cruze, Equinox and Traverse.

Creative Director

Detroit, MI
May 2015 - Sep 2015

Motormindz

Creative Director on brand engagement for Motormindz including brand manifesto, positioning strategy and language, logos, slogans, and various marketing tools.

Creative Director

Santa Monica, CA
Dec 2014 - Jun 2015

Fiction

Creative Director on 2015 TV spots for Disney's Frozen and Cinderella licensed merchandise.

Director / Creative Director

Van Nuys, CA
Sep 2014 - Mar 2015

VIMBY

Creative Director / Director on TV spots and branded content for Hyundai.

Creative Director on branded content initiatives for The Home Depot.

Director / Associate Creative Director

Los Angeles, CA
Apr 2014 - May 2015

BLITZ

ACD, copywriter and director on numerous consumer-facing educational and inspirational brand films for The Primrose Schools. Shot on location in various locations in Texas, Georgia and California.

Senior Copywriter

Culver City, CA
Mar 2012 - Apr 2014

Spark 44

Senior copywriter across all platforms on Jaguar's British Villains campaigns F-Type and XF Sedan (2014 - 2015). Senior copywriter on North American brand launch of the F-Type (2013). Senior Copywriter on How Alive Are You campaign (2012 - 2013).

Associate Creative Director

Nashville, TN / Branson, MO
Jul 2011 - Present

Herschend Family Entertainment

Copywriter and ACD on various broadcast commercials for Silver Dollar City and Dollywood theme parks. Projects included the broadcast launch spots for the "Outlaw Run" and "Wild Eagle" rollercoasters -- the two largest attractions in the company's history, and the 2014 - 2015 national TV campaign for the Harlem Globetrotters

Creative Director

Los Angeles, CA
Jan 2012 - Apr 2013

RealD

Creative Director on "Make it 3D," an international PSA print campaign advocating the emerging technology of 3D filmmaking featuring Martin Scorsese, George Lucas, James Cameron and other luminaries of blockbuster cinema.

Creative Director on various consumer-facing branding initiatives.

Associate Creative Director

Los Angeles, CA
Mar 2012 - May 2012

MGA Entertainment

Copywriter and ACD on brand launches for Novi Stars, Bratzillas, and Bratz 2013 campaigns.

Director-Producer

Los Angeles, CA
Nov 2011 - Dec 2011

Modus Operandi

Writer, Director and co-Producer for Salomon Snowboards and Bonfire Apparel brand films.

Associate Creative Director / Senior Copywriter

Hollywood, CA
Sep 2009 - Sep 2011

yU+co

Pitch consultant and Senior Copywriter on projects for Marvel, Ubisoft, Trion Worlds and Disney among other clients.

Senior Copywriter

Irvine, CA
Jan 2010 - Nov 2010

Young & Rubicam

Senior Copywriter and ACD on Hot Wheels global re-branding; Monster High brand launch; 2011 Hot Wheels broadcast campaign.

Senior Copywriter

Culver City, CA
Jun 2002 - Jan 2009

Ogilvy & Mather

Copywriter on accounts including Mattel, Disney, Cisco, Motorola, am/pm and Arco.

Associate Creative Director

El Segundo, CA
Apr 2001 - May 2002

Mattel

ACD and director on numerous brand launch sizzle films, ACD on broadcast commercials for licensed Harry Potter, Barbie, and Disney products.

Senior Copywriter

Culver City, CA
Jun 1996 - Mar 2001

Pittard Sullivan

Copywriter on interactive projects for SONY, KIA, DirecTV, FOX, Echostar, Showtime, CBS and Philip Morris, among others.

Lead copywriter on the brand launch of TiVo, including the kick-off stage shows at NATPE, CES and NAB.

Creative Director / Director / Producer

Los Angeles, CA
Feb 2003 - Present

Manhart Films

Will's company Manhart Films is a boutique creative services resource for turnkey branding strategy, creative development, production and post. Clients include: Levis, ESPN, Skechers, Adidas, The Harlem Globetrotters, RealD, Paramount Pictures, The International 3D Society, Disney, Major League Baseball, Shop 'n Save, Desert Schools Federal Credit Union, Walker Zanger, Arizona Tile, Salomon, Bonfire, Unilever, Heelys, Rogers Cable, Microsoft, and Nike.

Writer - Director

Los Angeles, CA
Jan 2000 - Present

Independent Filmmaker

Writer, director and producer of a number of award-winning short films. If you'd like to see some of them, here's a direct link:

<https://vimeo.com/album/2660436>

New section

Brands Will has worked on as a creative:

Jaguar, Chevrolet, Hyundai, Disney, Universal, SONY, FOX, Adidas, Nike, Skechers, Levis, ESPN, Major League Baseball, Shop 'n Save, Desert Schools Federal Credit Union, Freedom Service Dogs of America, TiVo, CBS, Philip Morris, Motorola, IBM, am/pm, BMW, ALL, Dollywood, Silver Dollar City, Splash Country, Motormindz, The Pittsburgh Pirates, Crunch Fitness, Pop Secret, Barbie, Bratz, Spinmaster Games, Polly Pocket, The Primrose Schools, Hot Wheels, Salomon, RealD, Marvel, Dreamworks, Trion Games, Ubisoft, The Harlem Globetrotters, Alfa Romeo, Chrysler, VIZIO, Nissan, Mannkind.

Creative Director / Director

Creative Director

New Section

Member Producers Guild of America

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