



# FORREST HUGHES

CREATIVE DIRECTOR &  
VIDEO SPECIALIST

## CONTACT ME

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## PROFICIENCIES

- Team Leadership
- Premiere
- After Effects
- Illustrator
- Photoshop
- InDesign
- Lightroom
- Filming
- Script Writing
- Cinema 4D

## INTERESTS

- Hospitality
- Photography
- Quality Coffee
- Board games
- STL Cardinals
- Cooking
- Soccer
- Travel
- Ping Pong
- Tacos



## WORK EXPERIENCE

**GLOO** / April 2017 - Present

### Creative Director

- Led a team of creatives to fulfill various marketing needs
- Developed marketing strategy and creative for several products & brands
- Worked on websites, events, ad campaigns, product releases, & more

### Strategic Creative Lead

- Created paid social content for a variety of clients (copy, design, & video)
- Launched & managed 100+ paid media campaigns
- Analyzed digital presence & optimized content for greater impact

### Video Specialist

- Crafted video content for a variety of digital & social marketing efforts
- Planned, captured, & edited videos from short content to larger brand films
- Created motion graphic animations for various deliverables

**PIRANHA** / February 2014 - February 2017

### Director of Content

- Led all digital & social media content creation
- Managed team of designers, videographers, editors, & motion graphic artists
- Collaborated to develop campaigns that integrated with brand strategies
- Hands on directing, shooting, editing, & 2D VFX

### Producer

- Managed clients, bids, calendars, budgets, time cards, & project actuals
- Set up & produced on-location & studio productions
- Oversaw post production & VFX in both 2D & 3D workflows

**HUNGRY MAN** / September 2013 - January 2014

### Production Assistant

- Supported production managers from pre-production through wrap
- Assistant editor on a variety of projects
- First hand experience in high budget projects from creative through production

**FREELANCE** / Ongoing

### Various Roles

- Worked with many non-profits, artists, & directors to create content, short films, music videos, & documentaries
- Union set experience on spots/episodes for national brands
- Experience in all aspects of the creative process from pitching to finishing



## EDUCATION

**FULL SAIL UNIVERSITY**

### BS in Film

- Accelerated bachelor's program with in-depth, hands-on experience
- Graduated Valedictorian
- Classes in directing, lighting, editing, cinematography, writing, pre-production, live broadcast, & many others
- Studied under and mentored by leading industry professionals