

Andrew Hajjar/ Creative Director & Copywriter
ANDREW'S FAQ

AndrewHajjar@gmail.com | AndrewHajjar.com

SO WHAT'S HIS DEAL?

Andrew is a creative director/copywriter/taurus/INTJ and great friend (references available upon request) with experience at everything from huge global agency networks to early-stage startups.

WHERE'S HE WORKED?

FREELANCE

Creative Director/Copywriter @ Hajjar Industries

Jan. 2022 - Present

Doing advertising stuff at **Netflix, McCann, Ogilvy, Special Group, Cactus**, and more...

Tend.Money

Senior Creative Director

Jun. 2021 - Dec. 2021

Led the creative and strategic vision for the US and Mexico launch of the first community-focused neobank. Helped bring the brand to life through collaboration with branding agency Gretel NY and worked with freelance journalists and writers to launch The Green - our 'hive-mind for the thrive-minded' - equal parts community forum and content hub for Tend members.

BBD0 LA

Associate Creative Director

May 2020 - Jun. 2021

Worked on numerous AT&T Mobility/Fiber campaigns and partnerships with HBO Max. Helped pitch and win the **Juanita's Foods** account, the agency's first non-AT&T client.

MCCANN

Associate Creative Director

Jan. 2017 - May 2020

Worked across the full-breadth of agency clients with highlights like: Partnered to lead the social media work for **Choice Hotels** and **Office Depot/OfficeMax**, conceptualized and produced the award-winning Astronaut Reality Helmets for the **Nat Geo Channel**, worked with multicultural agency partner **Casanova/McCann** to modernize the **Nesquik** brand, and helped pitch and win **Uita Beauty, Homegoods/TJX, Instax (Fuji Film),** and **ADT Home Security.**

RPA

Senior Copywriter

May 2014 - Jan. 2017

Partnered to write and execute an award-winning brand refresh campaign for **Farmers Insurance**. Helped pitch and win the **Apartments.com** account and produced their first Super Bowl commercial.

DDB SF

Copywriter

Jun. 2011 - May 2014

Worked solo and with partners to create TV, radio, print and digital ads across the full brand portfolios for **Clorox** (Clorox Cleaning Products, Hidden Valley Ranch, Glad Trash Bags, Kingsford Charcoal) and **Conagra Foods** (Manwich, Chef Boyardee, Snack Pack Pudding), **Armor All, Wells Fargo, Dolby, Intel,** and more...

INTERNSHIPS

GSD&M

Jan. 2011 - Jun. 2011

Clients: **Southwest Airlines, Zales,** and **Norwegian Cruise Lines.**

Crispin Porter + Bogusky

Sep. 2010 - Dec. 2010

Clients: **Jose Cuervo, Metlif, Buger King** and **Vitaminwater.**

WHERE'D HE GO TO SCHOOL?

University of Texas, Austin, TX

2005-2010

Bachelor of Science in Advertising, Texas Creative

WHERE CAN I SEE HIS WORK?

Using a smart phone, desktop, laptop, tablet or any other internet enabled device - visit:

AndrewHajjar.com

WELL HAS HE WON ANYTHING?

Work has been recognized at **Cannes, D&AD, ADC, The One Show, Radio Mercury Awards, London International, Linda Hajjar's Best Ads of All Time Awards,** and more...

WOW! HOW DO I GET IN TOUCH?

Email: AndrewHajjar@gmail.com

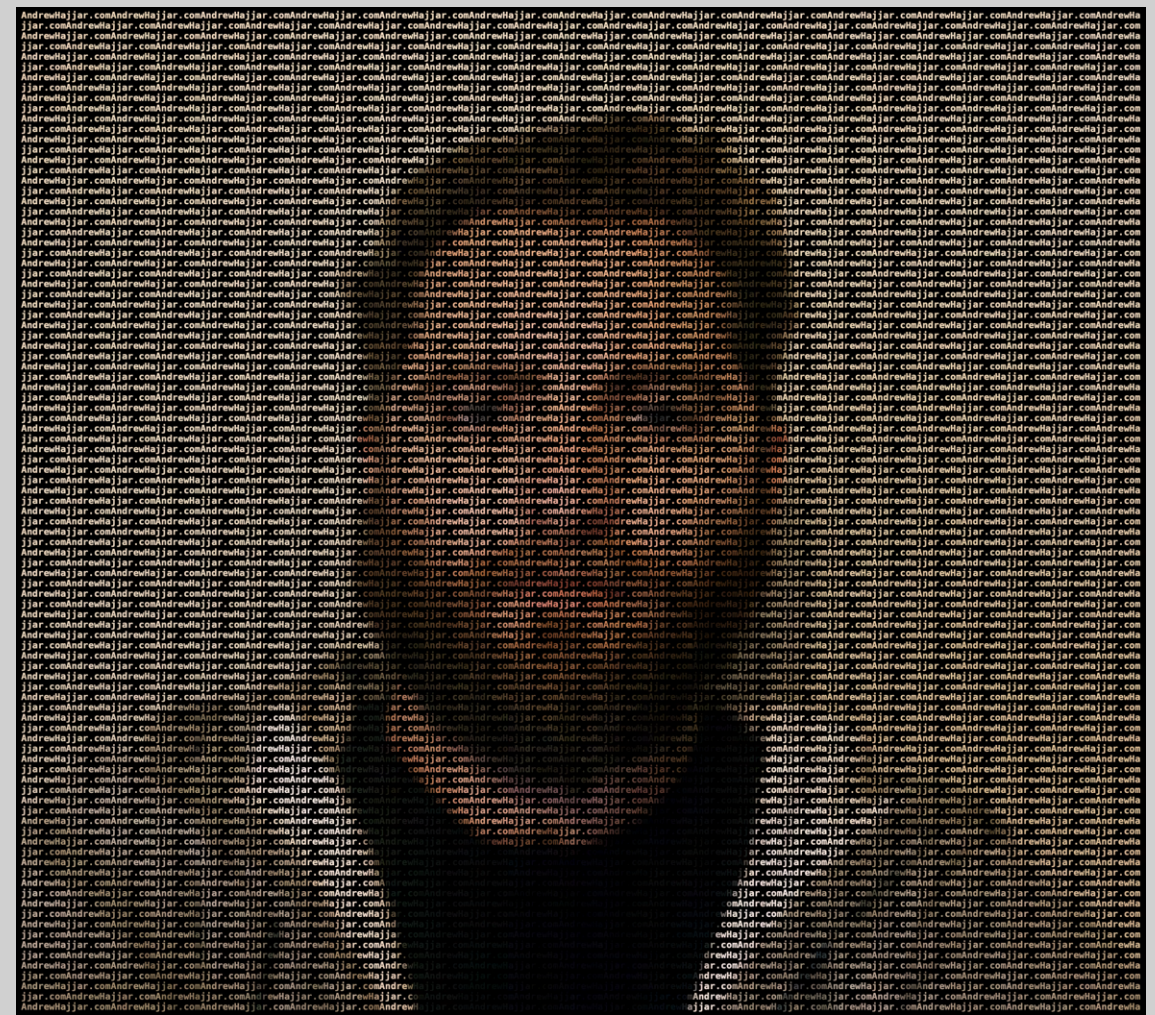
Cell: 512-563-9687

Fax: email or text for fax #

This resumé is brought to you by:

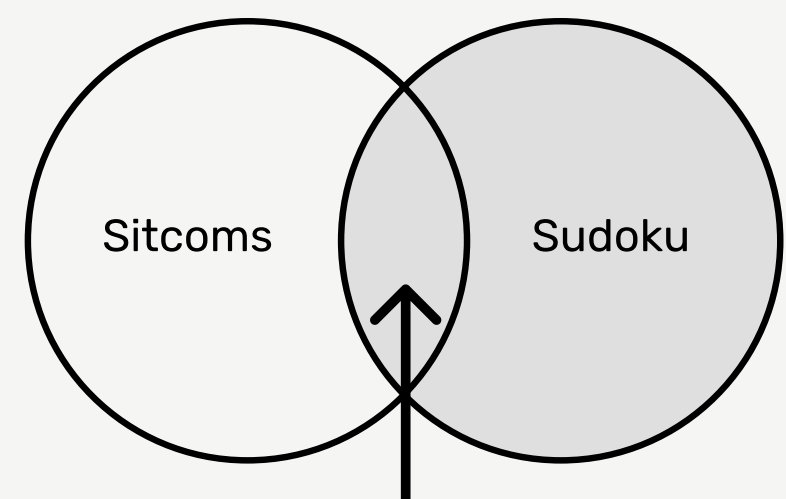
THE ANDREW HAJJAR FOUNDATION

and **THE FOUNDATION FOR THE HIRING OF ANDREW HAJJAR TODAY, TOMORROW, AND INTO THE FUTURE**



My Methods:

They say the best work is a mixture of art & science



This is my sweet spot

My Mission:

In all the universe, there's nothing more common than stuff.

There's big stuff,
And small stuff.

We've got stuff to do, stuff to watch, stuff to skip...

But what if the stuff we skip - the stuff made to sell stuff - was actually good stuff? Stuff we didn't mind watching.

What if we could make stuff that makes people laugh. Think Cry and then click 'buy' on stuff?

What if we could make stuff, that's the stuff of nightmares, for the other people who make and sell the same stuff as you?

It doesn't matter who you are, or where you're from - we're all made of the same stuff. And we believe everyone deserves access to the good stuff. The right stuff. So you can sell your stuff.



Recommendations:

Jim Bosiljevac

VP, Head of Brand Creative at Yahoo

Hajjar is one of those people you just want in the room. He has a realistic, often humorous take on things. He always pushes the work with sometimes oddball but always strategic ideas. And he keeps things light, making him super easy to work with. He's also a great writer from a craft perspective. Anyone looking for a writer or creative lead that you can depend on, take advantage of his 15% off coupon immediately.

Léopold Billard

SVP Group Creative Director at McCann New York

If you need funny, fast, and wicked smart. Andrew is the man!! Also happen to be a lot of fun to be around.

Marcella Coad

GCD/Art at Innocent

Andrew is funny, smart, quick and collaborative - all the things you need in a great partner for the team. 10 out of 10.

Award Winning Projects:



National Geographic Channel: Astronaut Reality Helmet

(5x Cannes Lions / 2x D&AD Pencil / One Show Pencil / ADC Cube)

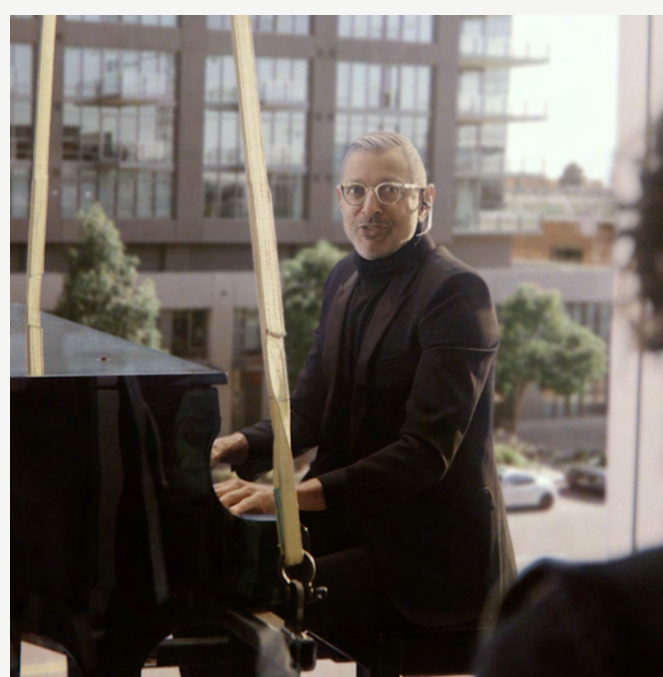
Nat Geo's 'One Strange Rock' is designed to give viewers an astronaut's perspective of earth - so to promote it, we created a first-of-its-kind immersive experience designed to do the same thing.



Farmers Insurance: We Know From Experience

(2x Effies / One Show Merit Award - Integrated Campaign)

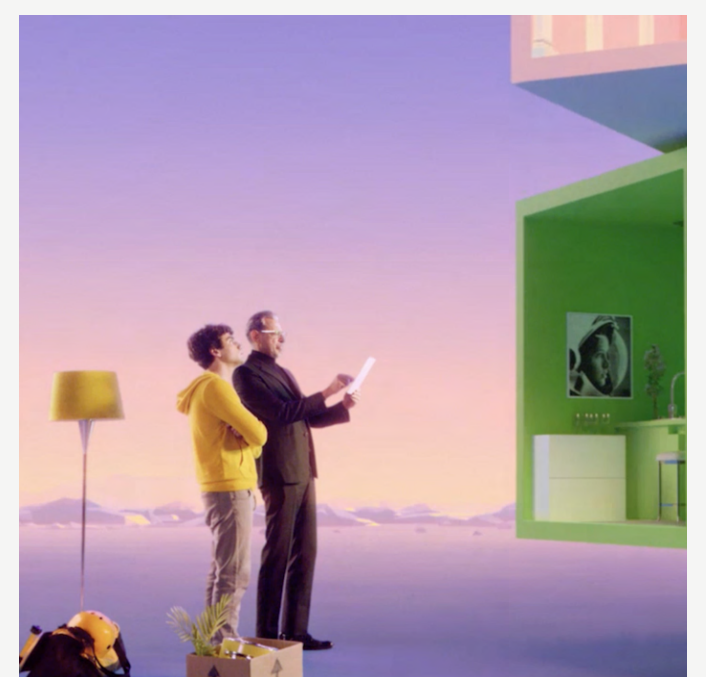
Farmers has long branded themselves as the 'Smart' insurance, but with savvy consumers, it's not enough to just tell them you're smart, you have to show them.



Apartments.com: Movin' On Up

(Silver Shorty Award Winner - Best Influencer Campaign)

Jeff Goldblum on a Piano Attached to a Crane + The Jefferson's Theme Song + A Reimagined George and Weez(y) = Apartments.com Super Bowl Magic

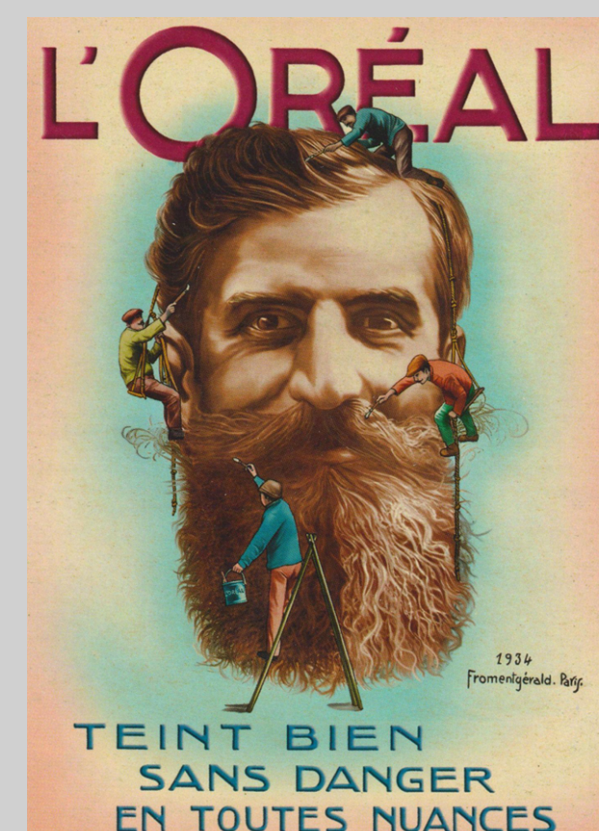


Apartments.com: Welcome to the Apartmenternet

(Radio Mercury Awards Finalist - Campaign)

Apartments.com turns finding the perfect place from a Rubik's Cube-esque puzzle into something you'd find on the back of a children's menu.

Ads I've Appeared In:



Note:

Technically, this last one is not me.

But you gotta admit, the resemblance is uncanny.