

# MINDY BENNER

Los Angeles, California

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Creative Director  
www.themindy.com

A Creative Director with 15+ years of experience, with a proven track record of creating bold, exciting ideas that get brands noticed in culture.

## Education

2007 - 2011  
Art Center  
College of Design

Bachelors of Fine Arts  
Advertising  
Honors Graduate

2004 - 2006  
University of California  
Los Angeles

Bachelor of Arts  
Mass Communication  
Political Science  
Magna Cum Laude

## Work Experience

Oct 2020 - Present

### Creative Director | Anomaly, Los Angeles

Creative Director reporting into the CCO / ECD, leading multi-disciplinary teams on a diverse range of campaigns from 360 global brand platforms to bespoke products and live events.

**Liquid IV** - Launched a new global brand platform. Including a global brand anthem, new design system and out of home campaign.

**Hoka** - Successfully led the pitch and the 360 global relaunch bringing a comprehensive approach to brand and product films, photography, social, visual identity and brand and product toolkits for worldwide markets. The campaign took Hoka's global awareness from 13% to 50% in one year and the brand launch film "Murmuration" won a gold Clio award for Film Craft and a Silver for Direction.

**Hulu** - Relaunched the brand creating an entire world based around the "Hulu Motel" that included a launch film, 10 individual character films and a 3 day live immersive motel experience that sold out in minutes.

**Reese's Puffs** - Pioneered an earned media partnership playbook that led to the creation of multiple collaborations - a remote controlled cereal yacht for Lil' Yachty, a mobile AR game in partnership with artist Kaws and a limited edition breakfast accessory line in partnership with street wear designer Ambush that was featured in Vogue. We even turned our box into an AR music synthesizer!

**Lucky Charms** - Created a 77 page children's storybook about Lucky's origin story, launched Lucky's music career with an 8 track musical album and lyric video.

**Monster Mash** - Created a brand new cereal SKU to celebrate the Monster line of cereal's 50th anniversary.

Apr 2019 - Jun 2020

### Creative Director | Condé Nast, New York

CNX was an experimental agency designed to service Conde Nast and their advertisers. Reporting into the CCO, I led multi-disciplinary teams through the development of 360 campaigns that mixed advertising, experiential and branded content to shape culture.

**The New Yorker** - Launched the first ever brand campaign for the magazine's 95th anniversary, "The Right Question Changes Everything."

**Creative leadership** - Nike, Tiffany's, Facebook, Kate Spade, Maserati, Botox, Allure, Aerin, Autograph Hotels, Balmain, Bliss Cosmetics, Capital One, Revlon, SK-II, Stitch Fix, & USPS.

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Nov 2018 - April 2019

## Associate Creative Director | Anomaly, New York

Reporting directly into the CCO, I was responsible for leading the creative direction and client relationships for Anomaly's largest accounts.

**Carnival Cruise Lines** - Headed up a team of creatives, studio designers, photographers, and directors to develop the launch campaign for a new ship "Horizon" that generated over 3.5 billion impressions.

**Petco** - Led and won the Petco account, and managed a team of creatives including designers, art directors and copywriters and oversaw their launch campaign.

Sept 2018 - January 2019

## Adjunct Professor | School of Visual Arts, New York

I taught the Advanced Advertising course at New York's School of Visual Arts. This experience has given me the unique opportunity to shape raw talent into workplace-ready junior creatives.

Jan 2017 - Present

## Founder, CCO | Pussy on Protest , Los Angeles

I created Pussy On Protest (POP), a women's advocacy that promoted voices in the aftermath of the 2016 election. The POP pin was the centerpiece of the campaign, designed with a postcard addressed to the White House to facilitate direct messages of protest. POP was featured in the Huffington Post and our pin was spotted on the red carpet on Mary Elizabeth Winstead at the DGA awards and was also sported by the likes of Steve Bucemi. In 2017 the iconic badge and sign became part of the Smithsonian's permanent collection.

Aug 2015 - Nov 2017

## Senior Art Director | 72 and Sunny, Los Angeles

**Truth** - Developed multiple award winning 360 campaigns for Truth - America's leading anti tobacco non profit, that aired in high profile media moments like the Grammy's and the MTV Movie Awards, winning a Clio, Digiday award and a gold and silver Effie.

**eBay** - pitched for and won the eBay account, leading their new brand platform 'Fill Your Cart With Color' that consisted of advertising, design, social and digital activation.

July 2014 - Aug 2015

## Art Director | Co: Collective, New York

Clients: YouTube, MoMA, Macy's, CVS.

Aug 2012 - July 2014

## Art Director | Mullen, Los Angeles & Boston

Clients: Acura, U.S. Cellular, Adidas, Honest Tea, and American Greetings.

May 2010 - July 2012

## Junior Art Director | TBWA\Chiat\Day, Los Angeles

Clients: Visa 2012 Olympics, Diet Pepsi, Activision: Call of Duty Black Ops.

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## Recognition

My work has been widely recognized from institutions like the **One Show**, **Clios**, **Effies**, **Addys**, **Digiday** and **AdAge** but I'm more proud of the cultural impact my work has created across power-houses such as **Vogue**, **Hypebeast**, **Stock X**, **Huffington Post**, **Smithsonian Museum** and major televised media like the **Colbert Report**, **Jimmy Fallon** and **Good Morning America**, to name a few.