

HILL CHEUK

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hillcheuk.com

EXPERIENCE:

- 2023 - Present **UCLA HEALTH - LOS ANGELES, CA**
EXECUTIVE DIRECTOR, BRAND STRATEGY & CREATIVE
I've been tasked with building a brand and an in-house agency from the ground up for UCLA Health.
- 2021 - 2023 **FALLON - LOS ANGELES, CA**
CREATIVE DIRECTOR
CLIENT: WALMART
I was responsible for enhancing Walmart's brand and driving creative efforts for all marketing channels, including TV, digital, social, and the metaverse.
- 2013 - 2021 **DISNEY YELLOW SHOES - GLENDALE, CA**
CREATIVE DIRECTOR
CLIENTS: DISNEYLAND, DISNEY WORLD, AULANI, ADVENTURES BY DISNEY, DISNEY CONSUMER PRODUCTS
In my role as a creative leader for Disney Parks and Resorts, I directed major 360 campaigns, led talented creative teams, managed partnerships across various divisions of Disney, and ensured that every aspect of our campaigns delivered an unforgettable message while pushing creative boundaries. I also helped grow Yellow Shoes into a best-in-class internal agency.
- 2012 - 2012 **SAATCHI & SAATCHI - TORRANCE, CA**
FREELANCE ASSOCIATE CREATIVE DIRECTOR
CLIENT: TOYOTA
My role involved developing standout campaign ideas for Toyota's national dealership group by analyzing consumer trends, identifying key messaging, and driving sales.
- 2008 - 2012 **DEUTSCH - NEW YORK, NY**
ASSOCIATE CREATIVE DIRECTOR
CLIENT: PNC BANK
My leadership resulted in a successful ad campaign for PNC Bank, where I managed a team of creatives to oversee all messaging and art direction. This campaign helped PNC Bank stand out in the market and attract new customers across all regions.
- 2005 - 2008 **VGS CREATIVE - WESTPORT, CT**
SENIOR ART DIRECTOR
CLIENTS: NOKIA, ADCOUNCIL, UNITED HEALTHCARE
As the lead art director, I collaborated with clients and my team to bring a unique vision to high-profile campaigns.
- 2004 - 2005 **SECRET WEAPON MARKETING - LOS ANGELES, CA**
ART DIRECTOR
CLIENTS: JACK IN THE BOX
I created TV commercials for one of the most iconic ad campaigns in history.
- 2002 - 2004 **FREELANCE ART DIRECTOR - LOS ANGELES, CA**
CLIENTS: FCB, THE CIMARRON GROUP
I worked on accounts such as Hotwheels and Universal Studios.
- 1998 - 2002 **ASHER & PARTNERS - LOS ANGELES, CA**
ART DIRECTOR
CLIENTS: CALIFORNIA DEPARTMENT OF HEALTH, SUZUKI MOTORS, LEGOLAND
In my capacity as an art director, I oversaw multiple accounts including an antismoking campaign that helped reduce smoking significantly in the state of California.

EDUCATION:

- CLASS OF '96 **BOSTON UNIVERSITY: COLLEGE OF COMMUNICATIONS**
B.S. IN ADVERTISING