

# WALKER HICKS

CREATIVE DIRECTOR / MEDIA PRODUCER

RESUME



## PROFILE

A media producer and creative director with extensive experience spanning all facets of marketing and content creation. Specializing in product, portrait, event, and real estate photography, as well as interview, promotional, and advertising video production. An avid DIYer and creative problem-solver who approaches every project with resourcefulness and ingenuity. Whether collaborating with a team or working independently, a results-driven brand advocate with the drive and versatility to step up and win the day.

## EXPERIENCE

**Director of Media Production** 2015-2026

CALI - califloors.com

Developed industry-leading visuals across dealer, trade and residential channels for a national flooring brand. Media utilized for web, print and social media campaigns for CALI and big box retailers. Implemented and maintained digital asset management system that syncs with a product information system to accelerate approved asset syndication to retail partners.

**Creative Director** 2010-2015

CALI - calibamboo.com

Led a team of five marketing professionals while overseeing the full marketing lifecycle, including PPC performance, email and social media campaigns, and SEO reporting. Developed monthly marketing calendars and spearheaded philanthropic initiatives and event planning, alongside media production and web development responsibilities.

**Sr. Specialist Communications** 2002-2010

Wyle - wylelabs.com

**Multimedia & Graphic Designer** 2000-2002

JENTEC Interactive - jentec.com

**Multimedia & Graphic Designer** 1998-2000

Aries Technology - aries.net

## EDUCATION

Bachelor of Fine Arts Intermedia / Arizona State University

Graduated Magna Cum Laude / 3.8 GPA

## RESULTS

### Video Production/YouTube Management

[www.youtube.com/@CaliFloors](http://www.youtube.com/@CaliFloors)

- 5.76K subscribers (besting all competitors)
- 400+ videos published
- 4.3M total views, 18K views per month

### SEO Content Case Study

[www.califloors.com/calculate-square-footage](http://www.califloors.com/calculate-square-footage)

Identified conversion barrier amongst homeowners at the top of the sales funnel and developed media-rich content earning trusted expert authority.

- Within 4 months #2 webpage on site
- 60K impressions / 600 clicks per day
- Still ranking #3 on Google today

### Production Studio Setup & Management

Setup, managed and utilized four separate studio spaces for audio, video and photographic media production.

- Reconfigurable based on needs
- Lighting and soundproofing
- Green screen enabled

## SKILLS

Photography	<div style="width: 100%;"></div>
Video Production	<div style="width: 95%;"></div>
3D Animation	<div style="width: 80%;"></div>
Graphic Design	<div style="width: 90%;"></div>
Web Design	<div style="width: 95%;"></div>
SEO	<div style="width: 85%;"></div>
AI	<div style="width: 70%;"></div>

## CONTACT

t. 1(858) 945-5531

e. [walker@walkerhicks.com](mailto:walker@walkerhicks.com)

w. [walkerhicks.com](http://walkerhicks.com)

li. [linkedin.com/in/walkerhicks/](https://www.linkedin.com/in/walkerhicks/)

yt. [youtube.com/c/DIWHYLIFE](https://www.youtube.com/c/DIWHYLIFE)



view portfolio