

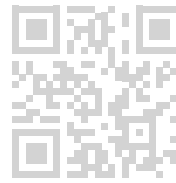
WALKER HICKS

CREATIVE DIRECTOR / MEDIA PRODUCER

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view portfolio



PROFILE SUMMARY

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.

TARGET COMPANIES

Reef	Sector 9	Vans
Blenders	Sun Bum	Stance
Vuori	Sand Cloud	PETCO
Canyon	Nixon	Billabong
Ride1UP	Red Door Interactive	Mindgruve

INDUSTRIES OF INTEREST

Retail Apparel	Building Materials
Sporting Goods	Home Goods
Creative Agency	Consumer Electronics

IDEAL POSITIONS

- Director of Media Production
- Photo & Video Producer
- Videographer & Editor
- Creative Director

GEOGRAPHY

San Diego County / Orange County

RECENT POSITIONS

CREATIVE DIRECTOR / DIRECTOR OF MEDIA PRODUCTION - 16 YEARS

CALI

Developed industry-leading visuals across dealer, trade, and residential channels for a national flooring brand, with media spanning web, print, and social campaigns for both CALI and big box retailers. Implemented and maintained a digital asset management system that syndicated to retail partners. Led a five-person marketing team overseeing the full marketing lifecycle — including PPC, email, social media and SEO.

RESULTS

Video Production/YouTube Management

youtube.com/@CaliFloors

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

SEO Content Case Study

califloors.com/calculate-square-footage

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

Production Studio Setup

Setup & managed four studio locations

- Reconfigurable based on needs
- Green screen enabled
- Lighting & sound-proofed

EDUCATION

Bachelor of Fine Arts Intermedia / Arizona State University

Graduated Magna Cum Laude / 3.8 GPA