

# YUHEI OGAWA

creative director

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A soul of a hypebeast with a sprinkle of environmental Messiah Complex, YUHEI ("YOU-HEY") is a passionate storyteller with 20 years of experience in broadcast and entertainment marketing industry, from reality TV shows to web contents to major motion pictures.

With a thoughtful approach to strong team building and workplace mindfulness in the post-pandemic world, Yuhei will bring unique, outside of the box strategies to meeting the team's goals while strengthening the bond and the team culture of all creatives involved in the process.

With his wide net of connections to various artists and agencies that reach far beyond entertainment marketing, Yuhei will concoct practical, agile, and innovative methods to tackle any creative challenges.

He is a father, a former professional dancer, and a vehement sneaker enthusiast.

## Creative Director, Northern Lights Agency (July 2021 ~ April 2023)

- Creative Lead on major content launches and network/streamer brand campaigns
- Social media strategies, client outreach, and internal trainings & mentorships

## Senior Trailer Editor, Trailer Park, Inc. (May 2016 ~ June 2021)

- Entering the entertainment "Big League", generating cutting edge style yet agile, strategized marketing contents (including trailers) for major motion pictures

## Creative Editor/Producer, Freelance (Oct 2010 ~ April 2016)

- An A/V solution provider and a creative "comfort blanket" to such network/agency clients as: Starz, FOX Sports, Imaginary Forces, Mill, Scholar, Royale, Digital Kitchen, and Troika Design Group

## Senior Creative Editor, Viewpoint Creative (July 2005 ~ Sept 2010)

- Formative years as a marketing creative and an editorial connoisseur for such network as HBO, History Channel, Discovery Channel, and HGTV

## Editor, Scout Productions (June 2003 ~ Dec 2004)

- Countless Mountain Dew-infused nights of backend post production assistance, developing workflow and protocols in the early days of reality TV "Wild West".

## ADDITIONAL CREDENTIALS

CLIO JURY CHAIR (2023)

CLIO JURY (2022)

PROMAX GLOBAL EXCELLENCE JURY (2021, 2022)

