

# Timothy R. Sommerfeld

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## Profile

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Creative marketing executive with 20+ years driving award-winning campaigns for top studios and streamers. Expert in audience growth, brand impact, and team leadership through bold strategy and storytelling.

## Work History

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07/2014 – present  
Los Angeles, CA

### **Entertainment Marketing Consultant/Creative Director/Strategist Self Employed**

- Collaborated with clients to enhance brand visibility and engagement.
- Developed 360° campaigns to maximize audience reach and impact.
- Wrote and produced theatrical trailers, TV spots, digital content, and long-form programming to capture audience attention.
- Explore the expansion of AI tools to support creative ideation, personalization, and performance optimization in creative marketing campaigns.

10/2021 – 12/2022  
Los Angeles, CA

### **Creative director Amazon Freevee**

- Drove creative direction to engage audiences.
- Partnered with stakeholders on creative marketing materials across all platforms.
- Turned marketing insights into targeted creative campaigns.
- Leveraged modern tools such as Slack, ZOOM, and Asana to manage workflows and cross-team collaboration.
- Interfaced with vendors to oversee creation of materials.

02/2019 – 04/2020  
Los Angeles, CA

### **Executive Creative Director Eclipse Advertising**

- Created advertising and brand content for global theatrical releases and streaming.
- Provided marketing strategies to clients, assisting them to target audiences.
- Recruited and managed a diverse team of freelance talent.
- Fostered a cooperative environment, encouraging to innovate and share ideas.

01/2018 – 08/2018  
Los Angeles, CA

### **EVP, Worldwide Creative Marketing Global Road Entertainment**

- Generated and executed comprehensive marketing strategies for theatrical releases.
- Directed 360° campaigns, ensuring a uniform presence across all platforms.
- Supervised photo shoots aligned with campaign objectives.
- Managed executive and filmmaker relations to ensure effective communication.
- Built and led an inclusive creative marketing team.

02/2008 – 07/2014  
Santa Monica, CA

### **EVP/SVP, Creative Marketing Summit Entertainment LLC-Lionsgate**

- Led a team of 15+ to design and execute a global creative marketing campaign for The Twilight Franchise, resulting in a 100% increase in audience engagement and over \$3.3 billion in BO sales worldwide.
- Provided direction and strategy for creative content, increasing audience engagement metrics year-over-year.

## Work History

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- Managed creative award campaigns, such as *The Hurt Locker*, resulting in 6 Academy Awards.
- Produced Summit's Comic Con presentations.
- Built and directed a creative marketing team, encouraging innovative ideas.

04/2002 – 02/2008  
Los Angeles, CA

### **Creative Director Ant Farm LLC**

- Co-supervised a team of writers, graphic designers, & 39 editors to create engaging content.
- Led the execution of creative advertising materials, aligning with clients' goals.
- Fostered strong collaboration within the team to streamline the creative process.
- Mentored junior team members, helping them grow into more effective contributors.

08/1999 – 04/2002  
Culver City, CA

### **VP, Creative Advertising Sony Pictures Entertainment**

- Guided creation of print and audiovisual campaigns for theatrical films.
- Teamed up with creative vendors to produce materials to effectively engage audiences.
- Analyzed campaign performance data to boost audience influence and engagement metrics.
- Produced the Sony ShoWest Reel.

04/1998 – 08/1999  
Los Angeles, CA

### **VP, Creative Advertising New Line Cinema Corporation**

- Originated AV campaigns for theatrical releases.
- Led the in-house agency in producing award-winning content, reducing New Line's vendor fees.
- Partnered with cross-functional teams, to streamline processes and enrich the efficiency of campaign rollouts.
- Oversaw the creative direction of projects, which enhanced the emotional impact of our films' marketing materials.

## Education

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Philadelphia, PA

### **Television-Film | Bachelor of Arts Temple University**

Graduated Magna Cum Laude. Completed specialized coursework in TV and Film Production, Communications and Philosophy.

## UCLA EXTENSION

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- Social Media Marketing
- Advanced Rewriting: Screenwriting

## Accomplishments

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- Numerous Key Art, BPME, CLIO, Golden Trailer Awards and local Emmys.
- London International Advertising Award, Television/Cinema Winner - Movie Trailers.
- FINALIST, in the 2016 New York Screenplay Contest.

## Skills

Creative Marketing Strategy	Theatrical & Streaming Marketing	360° Campaign Development	Trailer & TV Spot Production
Key Art & Print Campaigns	Audience Engagement	Brand Storytelling	Immersive Content Creation
Creative Direction	Entertainment Marketing	Streaming Platforms	Studio & Filmmaker Collaboration
Award Campaign Strategy	Cross-Functional Team Leadership	Vendor & Stakeholder Management	Script-to-Screen Advertising
Short-form & Long-form Content Development	Social Media Marketing	Campaign Performance Analysis	OTT Marketing Strategy
Content Strategy & Development	Talent Recruitment & Team Building	Post-Production Oversight	Budget & Resource Management
Final Cut Pro 11	Adobe Creative Suite		

## Hobbies

			
Creating YouTube travel videos	Reading the latest novel	Developing innovative digital marketing strategies through emerging social media trends	Writing Screenplays
			
Experimenting with the latest AI software			