



VCU Brandcenter Friday Forum

Oct. 24 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

Charles Hodges

Group Creative Director / TBWA\Media Arts Lab / VCU Brandcenter Alum



Charles is a group creative director at TBWA\Media Arts Lab in Los Angeles. Prior to his move west, he lived in New York City, where he worked at the Google Creative Lab as a creative lead on campaign and product development across the Google ecosystem. Before his time at Google, Charles was a copywriter at Wieden + Kennedy New York, where he did award-winning work for ESPN, Nike, Delta, Nokia, Heineken and in-house eating contests.

He holds an M.S. in Mass Communications from the VCU Brandcenter as well as a B.A. in English, a B.A. in Economics and a Minor in Creative Writing from the University of North

Carolina at Chapel Hill.

His work has been acknowledged by mass media, industry award shows, and, every now and then, his family.

He lives in Santa Monica, California with his wife and her desire to have two children and a dog.

Topic / The Future of Digital Storytelling in the Present Day of the Modern Millennial's Past

Descriptor / Just kidding, I'm just gonna talk about a bunch of stuff I wish I knew when I was in school.