



PAUL HUNTER

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Paul Hunter is an *Emmy*-nominated filmmaker whose illustrious career spans decades, genres, and mediums. In 2008, he co-founded *PRETTYBIRD* to support and foster pioneering storytellers and artists, helping launch the careers of acclaimed directors including *Melina Matsoukas* and the *Oscar*-winning duo *Daniels*.

Through his signature visual style and collaborative approach, Paul has directed global campaigns for *Nike*, *Sony*, *Adidas*, *Apple*, *Audi*, *Microsoft*, *McDonald's*, and *T-Mobile*. His innovative and *Emmy*-nominated commercial for *Nike's* 2001 "*Freestyle*" campaign, which merged basketball and hip-hop culture, is widely considered one of advertising's most memorable spots and is featured in the *Smithsonian*. Other accolades include a *Gold Cannes Lion* for the landmark *Nike "Stickman"* campaign and multiple *Clio Awards* for his *Beats by Dre* campaign starring *Colin Kaepernick*.

In 2025, *Apple TV+* released "*Government Cheese*", a surreal comedy series co-created, co-directed, co-written, and executive-produced by Hunter. Inspired by his childhood in the San Fernando Valley, the series made its world premiere at the *SXSW Film Festival*.

Hunter is also one of the most prolific and respected innovators in the music video genre, with four of his iconic videos ranked among *Billboard's* Top 100 of all time.

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