



## **Powerhouse Director Jim Sonzero Joins Forces with Andrew Hall Management for West Coast Representation**

LOS ANGELES—March 18, 2015— Celebrity Director Jim Sonzero of Sonzero Films has joined forces with Andrew Hall Management for representation on the West Coast. Sonzero has earned an international reputation in many genres; he is known for his superb visual craftsmanship, technical execution and storytelling skills.

“Jim has a fantastic eye, evident in his attention to detail, the way he frames a shot and his use of light,” Hall says. “He’s also a great problem solver. He brings a lot to the table—which is extremely valuable in today’s advertising environment—with his flexibility, creativity and technical expertise.”

Sonzero Film’s Executive Producer Chris Crawford agrees, “Jim’s broad experience across all genres from beauty, lifestyle and automotive to gaming are what make him a terrific problem solver. He is optimistic, super creative and collaborative - best of all he shares tons of positive energy at work because he loves his job.”



Andrew Hall sees great opportunities to broaden Sonzero’s ties to West Coast advertising agencies. He notes that, while the director works frequently with top agencies in New York, London, Paris and other markets across Europe and Asia, West Coast

agencies are less familiar with the scope of his work. “Jim’s been on my radar for years,” Hall said. “Getting to work with such a fantastically talented director and to help enhance his career will be very rewarding.”

Acclaimed for his work as a Celebrity Director, Sonzero has directed projects for brands such as L’Oréal, Neutrogena, Maybelline and Herbal Essences featuring some of the world’s biggest celebrities (Kerry Washington, Hayden Panettiere, Beyonce Knowles, Milla Jovovich and



Jennifer Garner). Other notable work includes automotive advertising (Mercedes, GMC, Jaguar), comedy (Stella Artois, Nivea, J Crew), and visual effects (Lovel, H&R Block). Defying description, Sonzero continues to evolve as a mega-talent adding skill sets to his repertoire like directing cinematics for Capcom's Resident Evil 5 and Guerrilla Games' Killzone 3.

Show reels and contact information can be found at [www.sonzerofilms.com](http://www.sonzerofilms.com).

For more information, call 213.631.0552.

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