

# MINTZ+HOKE

## Mintz + Hoke Welcomes Aarik Googe-Rochester to Its Creative Practice

**AVON, Conn. (April 9, 2025)** – Mintz + Hoke, New England’s Immersively Different brand-building advertising agency, is pleased to welcome Aarik Googe-Rochester to its creative team as a Junior Art Director.

“Big ideas, sharp eye, zero ego,” said Sean Crane, Chief Creative Officer. “He’s going to make us all better.”



*Aarik Googe-Rochester, Junior Art Director, at Mintz + Hoke’s office in Avon.*

With a longtime mentor who spoke highly of the agency and having met some of its creative team members at a Connecticut Art Directors Club event in 2024, Aarik found himself passing the Mintz + Hoke headquarters on his way home thinking, *that would be a super dope place to grow into who I want to be*. When it came time to search for a role in the creative space, Mintz + Hoke was his first choice.

As a Junior Art Director, Aarik works within systems and creates deliverables based on guidelines, sometimes getting to push the bounds of those guidelines or even craft new ones. He creates both static and animated compositions in multiple programs, with Figma being his favorite.

“My time at Mintz + Hoke has been everything I’d ever fantasized about regarding working in this industry. When I visited for an event hosted in the office about a year

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ago, I knew I wanted to work here. I'm overjoyed that the fantasy has become this glowing reality. I love what I do and it's extraordinarily fulfilling to be a part of this work environment."

Aarik resides in West Hartford with his mother, grandparents, Indira and Herman, and his dog Mimi (Lakshmi). Since college, his main hobbies have been turntablism and DJing, as well as photography and a bit of film production. He also takes the time to practice conventional art-making in the form of relief prints. What ties it all together for him is the ability to design or edit his own assets for any of his personal creative endeavors, all the while feeling immense joy from using that skill set.

Connect with Aarik on [LinkedIn](#).

## **About Mintz + Hoke**

Mintz + Hoke is an Immersively Different full-service advertising agency established over 50 years ago. Today, the agency offers an array of services including branding, campaign analytics, creative, design, digital, event management, media, public relations, research, strategy, and social media services. Mintz + Hoke has been recognized as one of Connecticut's Best Places to Work by the Hartford Business Journal. Connect with them at [www.mintz-hoke.com](http://www.mintz-hoke.com) and follow them on [Facebook](#), [LinkedIn](#) and [Instagram](#).

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