

Eric Walker

Creative Director + Writer + Brand Strategist

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SUMMARY

Award-winning creative director and writer who merges strategy, storytelling, and media to drive growth for global brands. Go-to strategic thinker known for creative excellence across all media channels and industries. Proven pitch leader with a reputation for delivering winning brand platforms in high-pressure situations. Well-versed in ideating, writing, and producing integrated campaigns that create brand value and disrupt categories.

SKILLS

Creative Direction	Brand Strategy	Pitch Leadership	Social Media
Copywriting	Storytelling	Mobile Advertising	Content Creation
Content Development	Film/Video Production	UX/UI Wireframes	Digital Marketing

EXPERIENCE

Founder, Creative Director, Brand Consultant

2005 - Present

EW° Creative, Global

- Built a highly successful creative consultancy over 15+ years by becoming a trusted strategic and creative partner for A-list advertising agencies and global brands.
- Bolstered the output of renowned creative departments, fortifying agency and client relationships with class-leading creative, strategy, and pitch leadership.
- Won awards in The One Show, D&AD, and Adage Creativity for Apple and Toyota.
- Authored and managed countless high-profile multi-channel initiatives, including ten automotive launches and over 20 national and global pitches.
- Collaborated across a diverse range of agency cultures, deploying highly agile communication skills to align cross-functional teams, often under immense pressure.

Accounts:

Apple, American Express, Toyota, Fisker, Verizon, Merck, BlackRock, Ford, Porsche, Citi, Lincoln, Subway, Harley Davidson, S&P Global, Cigna, Liberty Mutual, Pfizer, Nissan, Nutrilite, Michelin, Honda, Hilton, and Boys and Girls Club of America.

Select Clients:

Ogilvy, New York

- Headed, wrote, and executed the American Express Everyday Card launch featuring Tina Fey, forging the celebrity partnership while championing multiple broadcast, social, and web teams.
- Established the creative vision, penning final scripts with Tina Fey, including broadcast, web, and print featuring iconic photographer Annie Leibovitz, all backed by a multi-million dollar Oscars media campaign.

TBWA Chiat Day, New York

- Oversaw numerous new business pitches during high growth—Nexium, Go Daddy, Izzy Soda, Harley Davidson, and Schick—which resulted in over \$80 million in new revenue.
- Directed Goodyear Creative, implementing a successful rebrand that infused the brand with a newfound purpose.
- Piloted a creative and strategic disruption of pharmaceutical marketing for Merck (Keytruda), collaboratively inspiring creative and strategy teams to develop multi-channel work that reshaped the category.

Dagger, Atlanta

- Guided and won the Boys and Girls Club of America pitch, increasing the agency's revenue by creating an integrated, pitch-winning idea and unifying a team of art directors, designers, producers, and account managers.
- Presented the winning campaign, selling the creative and strategic vision.

Fisker, Los Angeles

- Crafted the company's founding brand platform, rallying cross-functional teams around a mission-defining idea.
- Orchestrated the creative and cadence of all social content, particularly Instagram, doubling follower count.
- Directed and authored digital, video, retail, and product advertising, including high-profile OOH and a crucial IPO rollout video that helped achieve a \$2.5 billion valuation.

Creative Director

2008-2009

Media Arts Lab, Los Angeles

- Conceived, wrote, and produced global broadcast and co-branded content for the historic Apple iPhone 3 and iPhone 4 launches, revolutionizing the smartphone segment and forever changing popular culture.
- Achieved first-year iPhone 3G sales of 17.3m units and first-year iPhone 4 sales of 108m units, 1.7m in 3 days.
- Launched the Apple App Store, designing multi-channel creative that shaped an entirely new product category and established a \$1 trillion marketplace.

Creative Director

2005-2007

Saatchi, Los Angeles

- Solved the Toyota Tundra launch, ending a year-long creative logjam with a highly-rated Super Bowl TV campaign.
- Inspired and wrote the Toyota Camry launch, the #1 car in the world, constructing broadcast, print, web, and collateral supported by over \$500 million in media.
- Pioneered one of the world's first mobile video campaigns, winning The One Show and D&AD awards.

Associate Creative Director/Senior Copywriter

2002-2005

TBWA Chiat Day, Los Angeles

- Forged national and global multi-channel campaigns for Apple, Nissan, Pedigree, Pennzoil, and the Academy Awards, winning awards and increasing agency revenue.
- Created the agency's first Pedigree work, reimagining the pet food category and winning Adweek Spot of the Year.
- Directed the Academy Awards pitch, developing a strategic and creative branding campaign that won the business.
- Originated and produced launches for the Nissan Armada and Infiniti FX, managing creative, production, and client alignment which resulted in met sales goals and uninterrupted production of both models to this day.
- Spearheaded the launch of the Nissan Cube, orchestrating broadcast creative and production that smashed sales goals of 7,000 units/month and turned the car into a cultural phenomenon in Japan.

Senior Copywriter

1996-2001

Team One, Los Angeles

- Shaped the Lexus brand voice with strategic and creative development, copywriting, and production of multi-channel campaigns for every model, successfully defending the brand's category-leading position.
- Developed a product-defining launch campaign for the Lexus GS, winning awards at Cannes, D&AD, and The One Show.
- Wrote and produced multi-channel launch creative for the Lexus RX, the world's first luxury crossover, ushering in an entirely new product category and the most successful vehicle in the brand's lineup.
- Drove creative and production for the Lexus SC launch, making U.S. television history and selling all 10,000 units.

A W A R D S

Cannes

The One Show

D&AD

Communication Arts

Adweek Spot of the Year

Tokyo Art Directoers Club

IAA Awards

AdAge Creativity

E D U C A T I O N

English Language and Literature and Communications (Double Major)

University of Portland - Bachelor of Arts