

Hello, I'm **Eric Walker**, a Creative Director, Writer, Brand Strategist, and maker of engaging things

EXPERIENCE

EW°
Creative Director, Writer, Brand Consultant

2005-Present
Global

Contracted by agencies and clients to provide leadership, develop brand architectures, lead new business pitches, and dream up compelling content

// **Key Accounts**

Apple, American Express, Toyota, GlaxoSmithKline, Merck, BlackRock, Ford, Aston Martin, Porsche, Citi, Lincoln, Pfizer, Nissan, Takeda, Zantac, Michelin, Astra-Zeneca, Honda, Hilton, AAA Auto, Boys and Girls Club of America

// **Select Clients**

Fisker Automotive, Los Angeles

- Conceived and wrote the inaugural brand platform
- Led creative for social, digital, video, website, OOH, and critical IPO rollout
- Chief writer for all creative—social, website, retail, product and advertising
- Project lead for the company's global retail Experience Centers

Dagger, Atlanta

- Guided the agency's Boys and Girls Club of America pitch, uncovering an authentic brand truth with a big, ownable 360° idea
- Wrote the winning pitch manifesto and brand platform, giving the client a long-term way forward
- Delivered the winning pitch presentation, selling the agency and campaign to the client

McCann, New York

- Delivered strategic and creative multi-channel and multi-tactic brand campaigns for Takeda and Astra Zeneca pharmaceuticals
- Strategic and creative development of Maybelline brand manifestos

TBWA Chiat Day, New York

- Managed the Goodyear and Merck accounts, leading creative and strategic multichannel efforts
- Led the agency to two huge new business wins, creating the brand architecture and pitch manifestos for Go Daddy and Izze Soda
- Writing and brand architecture for Nutrilite, GlaxoSmithKline and Pfizer

Ogilvy, New York

Co-led the American Express *Everyday Card* launch featuring Tina Fey, forging the creative direction and celebrity partnership, while managing six teams

SKILLS

Content Creation

Storytelling

Brand voice

Multi-channel, multi-tactic campaign ideation

Creative leadership

Experiential/retail design

Brand architecture/ ecosystem whiteboarding

Collaborative strategic development

Pitch-level leadership and presentation skills

Film and Video production

Audio branding

AWARDS

One Show

Cannes

D&AD

Communication Arts

Addy

Clio

Tokyo AD Club

IAA

// **Select Clients (cont)**

Media Arts Lab, Los Angeles

- Created and produced broadcast, print and co-branded content for the historic launches of the Apple iPhone 3G, iPhone 4 and the App Store
- Developed global creative translated across 21 countries
- First year iPhone 3G sales of 17.3m units
- First year iPhone 4 sales of 108m units (1.7m in 3 days)

Saatchi, Los Angeles

- Wrote and produced the Toyota Tundra launch, including Super Bowl TV
- Lead writer for the Toyota Camry launch campaign, the number one car in the world
- Co-created and executed the world's first mobile video campaign, garnering awards in *The One Show* and *D&AD*

FCB, Los Angeles

- Creative lead on Hilton Hotels portfolio of brands
- Championed six creative teams in ideation and execution of multi-channel, multi-discipline brand initiatives
- Managed all client relationships and presentations

TBWA CHIAT DAY

Associate Creative Director

2001-2005

Los Angeles

- Planning, ideation, execution of multi-channel initiatives
- Launched the Nissan Armada, Nissan Maxima and Infiniti FX, creating and producing multi-channel broadcast heavy work
- Pedigree campaign awarded Adweek Spot of the Year
- Spearheaded the Japanese launch of the Nissan Cube, managing teams and production across Tokyo, London, and Barcelona

TEAM ONE

Senior Copywriter

1998-2001

Los Angeles

- Writer and creator for all Lexus models in all media
- Launched the first luxury crossover, the RX300
- Lead writer on the Lexus website, developing wireframes, site architecture and digital content
- Wrote and produced the SC Coupe launch, creating a historic broadcast campaign that sold the car out in less than a month

EDUCATION

Northwestern University

Graduate Studies in English Literature

UCLA

Graduate Studies in English Literature

University of Portland

Bachelor of Arts
Double Major: English & Communications