

# JEFF ERIN

[jefferin.com](http://jefferin.com)

jeff@jefferin.com

303.358.1886

## WORK EXPERIENCE

### **Creative Director / Copywriter**

#### **FREELANCE – Laguna Beach (08/20 – Present)**

Responsible for creative direction, brand building and hands-on copywriting for clients across various industries including healthcare, CPG, sports entertainment, automotive, telecomm and tourism in both in-person and remote capacities. Managed creative teams and personally executed against strategic objectives. Wrote a middle-grades children's book due for release in late 2021.

### **Creative Director/Copy**

#### **KASTNER – Los Angeles, CA (03/17 – 08/20)**

Responsible for Global/NA Creative Direction across multiple clients and campaigns. Developed strategy, conceptualized, wrote and creative directed multiple award-winning digital, social, television, radio and non-traditional media campaigns. Managed a team of writers, art directors, strategists, illustrators and producers as Creative Director/Copy.

*Clients: Red Bull, Jockey, Tyra Banks' Modelland, Cheez Doodles, Brookfield Properties, Wise Chips, Lenny and Larry's, SNKR Inc*

### **Creative Director/Copy**

#### **MADWELL – Boulder, CO (05/16 – 10/16)**

Directed the creative output and strategic development of Madwell Boulder from top to bottom managing writers, art directors, designers and strategists. Also lead client ideation sessions and schedule management, developing and driving long-term global and national campaigns and client relationships.

Clients: Justin's Peanut Butter, PJ Clarke's Restaurants, Cobram Estates Olive Oil.

**Creative Director / ACD / Sr. Copywriter**

**FACTORY LABS – Denver, CO (02/12 – 02/16)**

Creative directed and wrote several high-profile brand campaigns featuring athletes Bubba Watson, Maria Sharapova, Shawn White, Lindsey Vonn, Novak Djokovic and others. Led pitches to become Global AOR for Head Sports and Scott Sports. Helped develop innovative GTM creative strategy and campaigns for The North Face. Responsible for guidance, coaching and professional development of team of writers, art directors and designers building team chemistry and promoting an environment of high-quality creative consistency, performance and productivity.

*Clients: The North Face, Oakley, Eddie Bauer, Mapquest, Fanatics, El Tesoro Tequila, HEAD Sports, SCOTT Sports, MCA Denver, Sports Authority, American Racing, Wish For Wheels.*

**Co-founder, Creative Director**

**DRINK ME CREATIVE – Denver, CO (09/08 – 11/11)**

Started with one client, eventually winning 20+ over the course of 4 years. Handled all creative direction, writing, strategy and brand position development. Turned leads into clients, and gained experience managing freelancers across a variety of disciplines and projects in both supervisory and collaborative roles.

*Clients: Breckenridge Ski Resort, name.com, Vectra Bank, Floyd's Barbershops, Denver Children's Hospital.*

**Senior Copywriter**

**McCLAIN FINLON – Denver, CO (08/05 – 08/08)**

Developed concepts and wrote for clients in industries ranging from hospitality to action sports to computer processors to home insulation. Developed campaign standards, consistent copy tone and creativity brand guidelines to drive success goals and deliver on KPIs.

*Clients: Dell Computers, Vail Ski Resorts, Culver's, Red Robin, Johns Manville, Western Union, Breckenridge Ski Resorts.*

**Senior Copywriter / Copywriter**

**DHD – Chicago, IL (08/02 – 08/05)**

Learned how to write. Learned how to present. Learned how to generate positive brand awareness and sales-driving campaigns across a variety of B2B and B2C clients. Learned how to demonstrate expertise in presentation of ideas and integrated conceptual campaign development. Learned communication skills, attention to detail and how to play nice with others. Learned how to use an alarm clock.

*Clients: Easter Seals, Chicago Convention and Tourism Bureau, Ideal Industries, Corn Products International*

## **EDUCATION**

### **UNIVERSITY OF KANSAS**

B.A. in Journalism (Advertising), English Minor

Member of #8 Nationally Ranked Division-1 Tennis Team (Best in school history)

4-time Athlete Academic Honor Roll

## **ADDITIONAL**

### **GUEST INSTRUCTOR USC (Spring 2020)**

Instructed and mentored 30+ USC Master's students in "Storytelling, Arts, Culture and Experience Marketing" Master's of Communication class.

### **MARCUS GRAHAM PROJECT (Summer 2020)**

Mentored students in 3-month advertising campaigns competition.

### **BSTEM PROJECT (2018, 2019, 2020)**

Gained supervisory experience mentoring young women in immersive advertising workshops, competitions and supplemental projects.

## **COMPETENCIES**

Creative Direction, Copywriting, Brand Strategy, Creative Strategy, Production, Presentation, Design, Advertising. Mentorship.

**TECHNICAL/SOFTWARE SKILLS**

Fluent in Adobe Creative Suite including Photoshop, Indesign, Premiere Pro, Illustrator and After Effects, Word, Excel, Powerpoint, Keynote, Pages.