

Eric Abromson – Creative Director/Copywriter

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EXPERIENCE

August 2022 – Present

Redbear, Lake Forest, CA

Creative Director/Copywriter: *One Condoms/Flooring Direct/Recovery Centers of America*

Comfortably straddling the worlds of both advertising and entertainment, I help Redbear create clever and compelling storytelling for a wide variety of interesting clients.

November 2015 – August 2022

Advertising Agencies, Nationwide

Creative Director/Copywriter: *Freelance*

Freelanced for various ad agencies, while also working as a Certified Sports Psychology Coach.

July 2014 – October 2015

Outlook Amusements, Burbank, CA

Creative Director/Copywriter: *California Psychics*

Responsibilities included maintaining overall brand creative and strategy. Led a team of writers, designers, production artists, and front-end developers, along with overseeing an external advertising agency partner, in the creation of Digital, Social, TV, Radio, DM, CRM email, and Acquisition initiatives.

March 2013 – July 2014

Team One, El Segundo, CA

Creative Director/Copywriter: *Lexus*

Freelanced for about a year at Team One working on Lexus Digital.

June 2011 – March 2013

Davis Elen, Los Angeles, CA

ACD/Copywriter: *OneWest Bank/Pala Casino/McDonald's*

Supervised junior teams and created work for a number of accounts in a wide range of mediums, from Traditional (TV, Radio, Print, Outdoor) to Digital, Social Media, QR Codes and Augmented Reality. Managed the day-to-day creative workflow on the OneWest Bank and Pala Casino accounts.

August 2009 – June 2011

Advertising Agencies, Nationwide

Creative Director/Copywriter: *Freelance*

Freelanced for ad agencies across the country, from Long Beach to Myrtle Beach. Worked on a variety of accounts such as Restaurant, Automotive, Entertainment, and Retail. Worked for over a year at McCann Erickson, creating an entirely new campaign for IHOP.

February 2008 – August 2009

Kaiser Marketing, Los Angeles, CA

Creative Director/Copywriter: *Norwegian Cruise Line/Pepperdine University*

Managed all creative work for Norwegian Cruise Line and Pepperdine University across all media with a heavy emphasis on digital and direct marketing. Led creative development and strategic planning on all new business pitches.

January 2003 – December 2007

Kastner & Partners, Santa Monica, CA

ACD/Copywriter: *Red Bull/Kenwood USA*

Managed and produced \$100mm marketing campaign for Red Bull North America, NY Red Bulls soccer team, and all Kenwood USA business. Created, wrote, and presented all Red Bull US advertising. Includes TV, radio, Interactive, events, POS, PR materials, and collegiate efforts. Supervised creative development and led client meetings on new business pitches (Easton Hockey, RBI: Revitalizing Baseball in the Inner Cities, Pony Footwear, Smart Car, and Hooters of America).

October 2000 – December 2002

Grey Worldwide, Los Angeles, CA

ACD/Copywriter: *Department of Conservation/Caesars Palace/Pedigree Dog Food*

Conceived and developed various brand-building executions in all forms of media (TV, radio, print, POP, and promotions). Led creative development on new business pitches (Los Angeles Dodgers and Rubio's Baja Grill).

June 1998 – October 2000

TBWA\Chiat\Day, Los Angeles, CA

Senior Copywriter: *Nissan Automotive/Samsonite*

Developed market specific traffic-building strategies with regional marketing staff. Managed advertising (TV, radio, print, outdoor, viral, and direct) and consumer promotion efforts for Southwest region.

April 1997 – May 1998

DMB&B, Los Angeles, CA

Senior Copywriter: *Gateway Computers/Australian Tourism/Paramount Home Videos*

Participated in strategic development and implementation of TV, radio, and print campaigns. Developed effective working relationships with production teams and clients.

November 1995 – April 1997

Fattal & Collins, Marina del Rey, CA

Copywriter: *K-Swiss Footwear/Century City Shopping Center*

Created concepts and wrote copy for K-Swiss advertising. Helped launch new marketing campaign for Southern California's first outdoor shopping mall.

EDUCATION

1993 – 1995

Portfolio Center, Atlanta, GA, Copywriting, Gold Award Winner

1986 - 1990

Tufts University, Medford, MA, B.A. English, Dean's List