



Erich Hartmann

Creative Director / Writer

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## Profile

Entrepreneurial, nimble & strategic Creative Director / Writer with extensive cross-discipline, multi-channel experience.

## Experience

### **CREATIVE GROUP HEAD, MERKLEY+PARTNERS; NEW YORK, NY – 2011-2017**

Running 360° creative on multiple brands, leading internal and external teams, partnering with senior clients, instrumental in winning 10 of 13 new biz pitches, organically growing existing business, and creating smart, effective work for : Florida's Natural, Ruth's Chris, 'all Detergent, Mercedes, Nutella, RushCard, Vanda, Teva, Flexion, STP, etc - all channels.

### **FREELANCE @ SELF, ET AL.; NEW YORK, NY – 2006-2011**

Creating content, writing copy, building websites, pitching and winning new business, and developing 360° brand strategies @ 360i, VML, Hill Holliday, JWT, Grey, Ogilvy, Y&R, etc - all channels.

### **CREATIVE DIRECTOR, Y&R; NEW YORK, NY – 1998-2006**

Creating, overseeing and executing effective national and global brand campaigns for : Campbell's, MetLife, Sony, Ericsson, Colgate, Dannon, DuPont, Vanguard, Starwood, Dr Pepper, Xerox, Citi, SunTrust, Burger King, KFC, Chevron, USPS, Fisher Price, Bronx Zoo, etc - all channels.

### **COPYWRITER, OGILVY; NEW YORK, NY – 1996-1998**

Creating campaigns and writing copy for : American Express, Jaguar, Hershey, Miller Beer, Ryder, GTE, AIG, etc - TV, radio, print, OOH, web, etc.

## Education

Virginia Commonwealth University – BS Marketing, 1996.

## Skills

360° : Digital, Social, Mobile, TV, Radio, Print, DM, Experiential/Retail, eComm, CRM, etc.  
+ Photography, Songwriting, Content Production & Direction, Publishing, etc.

## References

Lots of good ones. Just ask.