



Erich Hartmann

Creative Director / Writer / Brandist

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## Profile

Entrepreneurial, strategic & nimble senior creative director, writer, brand expert and marketing consultant with extensive cross-discipline experience.

## Experience

### **FREELANCE; NYC – 2017-PRESENT**

Startups, direct-to-client, brand strategy, conceptual ideation, pitches, production, etc.

### **CREATIVE GROUP HEAD, MERKLEY+PARTNERS; NYC – 2011-PRESENT**

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.

### **FREELANCE, ETC.; NEW YORK, NYC – 2006-2011**

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

### **CREATIVE DIRECTOR, Y&R; NEW YORK, NYC – 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

### **COPYWRITER, OGILVY; NEW YORK, NYC – 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

360o : 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.