



Erich Hartmann

Creative Director / Writer / Brandist

917.501.8345 erich_hartmann@mac.com www.erichhartmann.net [linkedin.com/in/erichhartmann](https://www.linkedin.com/in/erichhartmann)

Profile

Strategic, nimble senior creative director & copywriter, brand steward and marketing consultant with extensive cross-discipline experience.

Experience

FREELANCE; NYC – 2017-PRESENT

Campaigns, strategy, activations, ideation, ads, pitches, content creation, production, websites, apps, etc.

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

Managing 360° creative efforts on multiple brands, leading integrated internal and external teams, partnering with senior clients, leading new business (10 of 13), growing existing business, and creating effective work for : Florida's Natural, Ruth's Chris, 'all Detergent, Mercedes, Nutella, RushCard, Vanda, Teva, Flexion, STP, etc.

FREELANCE, ETC.; NYC – 2006-2011

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

CREATIVE DIRECTOR, Y&R; NYC – 1998-2006

Overseeing, creating 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; 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.