

Eric Slatkin

eric.slatkin@gmail.com | 415-722-4126 | Portland, OR

I'm a content lead and strategist with 15 years of experience. I believe a well told story strategically presented, and designed to be discovered by the right audience can inspire and engage people to take action.

RELEVANT EXPERIENCE

FREELANCE CONTENT STRATEGIST Work on Climate, Algorand | Present

- Content strategy and development consult for Work on Climate [Present].
- Content strategy for Portland Fruit Tree Project [Present].

Successfully relaunched Algorand's Medium channel, increasing views by 28% and growing subs by 19%

DIRECTOR OF CONTENT LIVEKINDLY | September 2020 - July 2022

- Served as Executive Producer and Creative lead for Collective Kitchen, a \$1M+ branded campaign.
- Grew social media channels to 2M+ organic monthly video views.
- Managed a team of 15 in-house and freelance producers, videographers, editors, designers, and strategists.
- Built an influencer program of 20+ plant-based creators from scratch, partnering on editorial and branded packages.
- Creatively brainstormed, developed, and pitched new business through branded sales pipeline.

PRINCIPAL HIATUS | April 2015 - September 2020

- Built a production company developing end to end content packages for agencies and brands.
- Established my own show, Assembly Line, a social-native video series based on a unique visual technique I developed.
 - Released 60+ episodes and built a 25K+ subscriber base across IG and FB.
- Developed a series for Beachbody's premium OTT channel, centered around their flagship product 21 Day Fix.
 - Directed 50+ hosted videos featuring celebrity trainer Autumn Calabrese.
- Consulted with startups, both building in-house content initiatives and improving systems with existing teams.

CREATIVE DIRECTOR, CONTENT TASTEMADE | September 2012 - April 2015

- Managed a team of over 30+ in-house and freelance creators.
- Established and creatively directed slate of editorial series' including:
 - Thirsty For: 50+ episodes with 10M+ views | James Beard Winner
 - Raw Vegan Not Gross: 2.5M+ views
- Developed the branded content program, working with brands like AMEX, Stella Artois, Samsung, and Hyundai.
- Created and launched Tastemade's premium long form content subscription program.
- Assisted with UX design, customer research, and testing of the Tastemade iOS app.

FOUNDER / DIRECTOR Disposable Film Fest | 2008-2014

- Founded one of the first shorts festivals to feature films made on alternative devices (cell phones, webcams).
- Grew festival from a single night (100 people) to a week-long, 5000 person event at the world famous Castro Theatre in SF.
- Brought together a global community of filmmakers from over 30 countries.
- Screened work by eventual film successes like the Safdie Brothers (Uncut Gems / Good Time).
- Partnered with 826 Valencia, to create filmmaking course for local high school students.

VIDEO PRODUCER CNET / CBSi | 2006-2010

- Recipient of a Webby Award and 2 Daytime Emmy Nominations.
- Created 100+ videos as Director of Photography and Lead Video Editor
- Member of the editorial team writing features, columns, and blog posts.

EDUCATION

GEORGE WASHINGTON UNIVERSITY
B.A. Psychology, minor in Creative Writing

GENERAL ASSEMBLY
UX Design

CERTIFICATIONS

Climate Reality Leader
Content Marketing [Hubspot]
Digital Marketing [Google]
Email Marketing, SEO [Hubspot]
Inbound Marketing [Hubspot]
Youtube Certified

RECOGNITION

James Beard Winner
Daytime Emmy Nomination
Webby Award Nomination
Screened at Slamdance Film Festival

portfolio: www.ericslatkin.com