

# Eric Slatkin

Digital Director and Creative

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hiatus.media/

## Summary

Digital native content creator, with a strong focus on food and lifestyle. Always looking for a good story, an innovative way to tell it, and new ways to reach viewers. Driven by curiosity, creativity, and a desire to put great work into the world.

## Work experience

### Owner, Director

2015 - Present

Hiatus Digital

Professionally manage end to end productions, created a social how-to video series that uses a never-been-done technique, and developed relationships with clients including: KitchenAid, Nestle Toll House, Dreyer's, Beachbody, Buitoni, among others.

- *Developed the Assembly Line Series, creating 60+ episodes, with over 10K subscribers across social*
- *Created and Developed two original series for Beachbody, including a long form recipe show for OTT*
- *Helped launch successful campaigns with award winning agencies like Reach, HWH & MotherSauce*

### Creative Director of Content

2012 - 2015

Tastemade

Established the company's visual video identity, created and directed nearly a dozen series, including hundreds of videos, managed a production and post team of 10+, Developed concepts for sales and brand partnerships teams, guided and creatively supervised global content creators in the Tastemade network.

- James Beard Winner for Original Series Thirsty For (60+ Episodes, 10mm views)
- Launched Tastemade's Branded Series' Initiative with companies like AB InBev, Bacardi, AMEX, KRAFT
- Developed talent for camera, including Laura Miller, who became a leading face of Tastemade
- Creatively aided in design and testing of Tastemade App

### Director, Producer, Writer

2011 - 2012

Freelance

- Created app and ebook video content for book publishers like Chronicle Books and 10 Speed Press
- Worked with startups on explainer and demo videos, gaining insight into top startups in Silicon Valley
- Freelance Writer for SF publications like The Bold Italic

### Associate Producer

2006 - 2011

CHOW.com (CBSi)

- Launched nearly 10 original series, and created hundreds of videos, as director and lead editor
- Wrote features, columns, blog entries
- Aided in design of video player and hub
- James Beard Nominee, Webby Nominee, Day-Time Emmy Nominee

### Founder

2006 - Present

Disposable Film Festival

- Built film festival from single screening to 4 day festival with workshops and lectures
- Helped define and create a forum for a new mode of experimental filmmaking
- Developed partnerships with brands like vimeo, Nokia, Adobe, joie de vivre
- Helped create a global network of like-minded festivals

## Education

### B.A - Psychology

2001 - 2005

The George Washington University

Psychology, Minor Creative Writing