

# 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](http://www.ericslatkin.com)