



Eric Slatkin

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Profile

Futures-focused creative and content lead. I've worked with both Fortune 500's and startups, where I've designed and executed robust strategies, and developed macro + micro content for editorial, branded, and advertising. I've led creative pitches to win seven-figure deals, built thought leadership for C-Suite, and managed teams around production, post, and social. I'm constantly discovering and implementing new tools into my workflow (with a particular focus on AI) and I incorporate data-driven decision-making and a UX framework into every project I work on. I have deep experience in lifestyle and food (James Beard recipient) and am passionate about putting my efforts toward Sustainability and Climate. I believe that a well-told story, strategically presented, and designed to be discovered by the right audience can inspire and engage people to take action.

Skills

Content Development

Brand Strategy

Thought Leadership

Content Marketing

Video Production

Creative Direction

Experience

Creative Strategist | Self Employed

📅 09/2022 — present 📍 REMOTE

BuildingLens / Burch Energy — Marketing Lead (Contract)

- Developed and executed brand identity and strategy for BuildingLens, driving 60% increase in brand awareness (owned and earned) and 2X growth in inbound inquiries within 6 months
- Designed and launched responsive website and CRM system, capturing 100+ qualified leads, while reducing response time.
- Created CEO thought leadership strategy that grew LinkedIn following from 2,000 to 3,500 connections and secured multiple speaking opportunities

West Agency — Creative Strategist & Video Producer / Post Supervisor (Contract)

- Developed content strategies and aided in creative direction for video productions across campaigns for Wohali and Vorboss.
- Led editing efforts for multi-platform content, consistently delivering on time and under budget.
- Contributed to a 22% increase in audience engagement across campaigns.

Algorand — Content Strategist (Contract)

- Led the relaunch of Algorand's Medium channel, implementing cross-platform content strategies that resulted in a 28% increase in views.
- Created a streamlined engagement system enabling ecosystem partners to participate more effectively with Algorand's content.
- Developed content that translated complex blockchain features into accessible language, broadening audience engagement and understanding.

Director of Content | LIVEKINDLY

📅 06/2020 — 09/2022 📍 LOS ANGELES

- Served as Executive Producer and Creative lead for Collective Kitchen, a \$1M+ campaign
- Grew social media channels to 2M+ organic monthly video views
- Managed a team of 20+ in-house and freelance producers, videographers, editors, designers, and strategists

Experience

Hiatus Digital | Owner

📅 09/2015 — 07/2020 📍 GREATER LOS ANGELES AREA

- Successfully founded and operated a production company specializing in creating comprehensive content packages for marketing agencies and corporate brands
- Launched and cultivated an original social-native video series, Assembly Line, which garnered over 25,000 subscribers organically and produced over 60 episodes
- Provided consultation services to various startup companies such as SnackNation, Mobcrush, and BeachBody to enhance and optimize their content strategies and operations

Creative Director of Content | Tastemade

📅 11/2012 — 04/2015 📍 SANTA MONICA

- Managed a team of 40+ in-house and freelance creators
- Established and creatively directed initial slates of multiple video series, including winning a James Beard award for Thirsty For
- Developed Tastemade's Branded Video strategy and directed/EP'ed the initial slates for brands like AB Inbev, Bacardi, AMEX, Pepsi, and Samsung
- Assisted with UX design, consumer learning, and testing of the Tastemade iOS app.

Co-Founder & Director | Disposable Film Festival

📅 10/2007 — 01/2014

- Scaled from single-night to week-long event, with international screenings
- Built engaged community of 20,000+ in-person and 250,000+ digital attendees over 10 years
- Secured major sponsorships with Nokia, Vimeo, and Zipcar through strategic partnerships

Video Producer | CNET

📅 08/2006 — 11/2010 📍 SAN FRANCISCO BAY AREA

- Recipient of a Webby Award and 2 Daytime Emmy Nominations.
- Director of Photography and Lead Video Editor for all Video Production, 300+ videos, ranging from micro content to documentaries.

Education

General Assembly

📅 2018 — 2018

User Experience Design Certificate — Web/Mobile, and Information Resources Design

The George Washington University

B.A, Psychology, minor in Creative Writing

Certifications

📄 PROFESSIONAL DEVELOPMENT

Google

Youtube Certification

Institute For the Future

Foresight Training

Google

GenAI Prompting Essentials

Hubspot

Content | Email | Inbound

Marketing | SEO

Climate Reality Project

Global Climate Reality Leader

Google

Data Analytics

Software and Tools

- Creative Tools — Premiere Pro, Photoshop, After Effects, Canva, Descript
- GenAI Tools — ChatGPT API & Custom GPT Models, Stable Diffusion, Runway ML, PromptLayer
- Project Management — Airtable, Asana, Trello
- Analytics — Google Analytics, Hubspot, Sprout Social, Tableau
- Marketing — Mailchimp, Buffer, Ahrefs
- Social Media — Proven experience across all major platforms
- UX — Figma, Sketch, UserTesting