



FOREST ERICKSON

CREATIVE DIRECTOR

ABOUT

A lifelong student and experimenter; visual storyteller and video specialist, Forest shapes strategy, analyzes data, writes copy, manages vendors, crafts decks, mentors teams, studies trends, connects departments, leads design, champions diversity, woos clients, directs talent, smells roses, and nitpicks the sight, sound & motion until it's gone, baby, gone.

His body of work as Creative Director, Writer, Producer, and Director has afforded him the opportunity to refine his unique blend of wild imagination and rigorous pragmatism that has proven invaluable to his partners and earned him a collection of nice awards along the way.

WORK EXPERIENCE



Creative Director, Zoom

2023 - Present

Creative Director leading design & video creative across global brand marketing.



Creative Director, Apple

2022 - 2023

Creative Director leading breakthrough marketing content across a range of Apple TV+ titles.



SVP Creative, Wrigley Media Group

2020 - 2022

Chief creative lead, delivering full-funnel video campaigns for clients in a range of categories, with a focus on growth in branded content.



Creative Director, Hulu

2017 - 2020

Creative Director and supervising lead across all video for Hulu in-house creative studio, overseeing Social, Product, Brand, Integrated Marketing, and Originals campaigns.



Senior Video Producer : Integrated Marketing, Hulu

2012 - 2017

Managing creative producer for Hulu branded and integrated marketing, partnering with major national brands across all Original and licensed content.



Content Producer, Whole Foods

2011

Producer and director for the flagship Drew Carey talk show for Whole Foods Original Content launch. Led field production and direction for the premiere 7 episodes.



Writer / Producer / Director, AOL

2010 - 2011

Writer, director and senior producer for webseries *On the Spot* for AOL, featuring The Jonas Brothers, Perez Hilton, et al. Developed and scripted the premiere season and all AT&T product integration.



Senior Copywriter, Spot Runner

2006 - 2009

Supervising copywriter across the agency's chief accounts, including StubHub, De Beers, Martindale-Hubbell, Chicago Tribune, and more.-



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AWARDS

1 Clio Entertainment Gold
5 Clio Entertainment Silver
2 Clio Entertainment Bronze
5 Promax Gold
1 Promax Silver
3 Promax Bronze
1 ADDY Award Gold
2 ADDY Award Bronze

PORTFOLIO

foresterickson.com

MEMBER

Association of National Advertisers
Television Academy
Promax

CONNECT

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EDUCATION



MFA, Film & Television Production
USC Cinematic Arts



BA, English Literature
Point Loma Nazarene University



Advanced Copywriting
The Book Shop School for Ads



Executive Mentorship Program
Promax



Semester Study, English Literature
University of Oxford

REFERENCES

Contact Info Available Upon Request



Jenny Wall
CMO, VideoAmp



Lucian Capellaro
Head of Custom Content & Photography



Reid Thompson
VP Creative, Design and Branding, Hulu



Nicole Sabatini
Sr Director, Advertising Partner Solutions, Netflix