



# 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, Apple

2022 - Present

Creative Director leading bespoke international AV 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

2019 - 2020

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



### Senior Video Producer : Integrated Marketing, Hulu

2012 - 2019

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 the Whole Foods Original Content website darkrye.com. 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 music fan site Cambio.com, featuring The Jonas Brothers, Perez Hilton, Darren Criss. Developed and scripted the premiere season and all promotional and AT&T product integration.



### Lead Copywriter / Director, Spot Runner

2006 - 2009

Writer and producer for internal agency production team. Spearheaded 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](http://foresterickson.com)

## MEMBER

Association of National Advertisers  
Television Academy  
Promax

## CONNECT

[foresterickson@gmail.com](mailto:foresterickson@gmail.com)  
Tel: 310-592-5322



## 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



**Linnea Hemenez**  
SVP International Marketing, Starz



**Nick Tran**  
Head of Global Marketing, TikTok



**Scott Donaton**  
CMO, Hulu



**Nicole Sabatini**  
Director Product Marketing, YouTube



**Vinny Pereira**  
Innovation Creative, Netflix