



# 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, pitches concepts, 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



### SVP Creative, Wrigley Media Group

2020 - Present

Chief creative lead across all business verticals, partnering with business development to create, pitch, manage and deliver full-funnel campaigns for a range of clients including Stand Together, Big Ass Fans, The University of Kentucky, and more.



### Creative Director, Hulu

2015 - 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 - 2015

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 Perez Hilton, Darren Criss, and The Jonas Brothers. 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 advertising agency / tech platform / production company Spot Runner Inc. (once touted by Michael Eisner as "the next Google"). Spearheaded the agency's chief accounts, including StubHub, De Beers, Martindale-Hubbell, Chicago Tribune, and more.



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## AWARDS

1 Clio Key Art Gold  
3 Clio Key Art Silver  
2 Clio Key Art 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



**Nick Tran**  
Head of Global Marketing, TikTok  
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**Scott Donaton**  
CMO, Hulu  
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