

ERIC LEE

senior art director

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EXPERIENCE

Freelance

SuperHeroes NY

One of the lead creatives on AkzoNobel's social account. They have a boat in the 2017-2018 Volvo Ocean Race so my job was to get people excited and informed about it. We had busy weeks with some of the crew from Amsterdam in town. Produced a lot of content – posts, videos, and an Instagram Takeover

Highfield

Produced a ton of banner ads for GANT

mllnnl

Lead Designer on Birthright Israel campaign and saw Jonathan Lipnicki rocking one of my t-shirt designs on his Instagram account. (The famous dude kid from Jerry Maguire)

SHARE Creative

New business pitch for BOXED.com

VaynerMedia

Social work and new business pitch for Listerine as well as Michelob ULTRA, Mountain Dew and Sierra Mist

Whistle Sports Network

Branded Content work for American Egg Board, Arby's, CBS, NFL, Papa John's and Paramount Pictures

Berlin Cameron United

New business and print work for Capital One 360 and QuickChek

Our Man In Havana

Print work for Hyatt Centric Hotel and New York Cares

Deep Focus

New business pitch for Take5

Johannes Leonardo

Print and billboard work for Trident

Code and Theory

Digital Work for 7UP, Mott's and Snapple

CLIENTS

7UP, AkzoNobel, AZO, Birthright Israel, BOXED.com, Calgary Farmers' Market, Capital One 360, Culturelle, Dickies, D&AD, EMBARQ Telecommunications, Enterprise Rent-A-Car, Estroven, Extended Stay Hotels, Fanta, Fisher Price, GANT, Guinness, Hyatt Centric Hotel, I HAVE AN IDEA, Listerine, Majesco Entertainment, Make-A-Wish, Marshalls, Michelob ULTRA (U.S. and Global), Mott's, Mountain Dew, National Car Rental, New York Cares, NYSE, Ortho, QuickChek, SAIT Polytechnic, Shaw Communications, Smirnoff Vodka & Ice, Snapple, T.J. Maxx, Trident, Verizon Wireless, VMware, Wachovia Bank, Winston Salem Symphony, Wonderbra, Zicam

EXPERIENCE

Freelance

360i

Social work for EHI (Enterprise Rent-A-Car, National Car Rental), Fanta, Fisher Price, Guinness and Smirnoff Vodka and Ice. Also helped on TV for Ortho

gyro:

New business win for New York Stock Exchange

MRY

Social work for Listerine and Rembrandt

Full-Time

VaynerMedia

Lead creative for all social work on Michelob ULTRA, helped win more digital business and new business pitch for the Global account

Grok

360 work for AZO, Culturelle, Estroven, Make-A-Wish, VMware and Zicam

EP+Co (formerly Hill Holliday)

360 work for Verizon Wireless, XBOX 'Hulk Hogan Main Event' Video Game and pitch work for Wonderbra

WAX partnership

360 work for Calgary Farmers' Market, SAIT Polytechnic, Southern Alberta Institute of Technology and Shaw Communications

Mullen

360 work for Dickies, EMBARQ Telecommunications, Extended Stay Hotels, Marshalls, T.J. Maxx, Wachovia Bank and Winston Salem Symphony

Instructor

Miami Ad School

Taught POP Culture Engineering

EDUCATION

2004 - 2007

Brainco

Certificate in Art Direction

1997 - 2002

Arizona State University

B.A. Studio Art, Ceramics

HIGHLIGHTS

2017

I saw Jonathan Lipnicki (the kid from Jerry Maguire) rocking one of my t-shirt designs I did while freelancing at mlInnl on his Instagram account

2013

Gold "Best Directing" at the PromaxBDA Sports Media Marketing Award Show - Verizon NFL Mobile "Andy"

Silver "Best TV / Video Campaign" at the PromaxBDA Sports Media Marketing Award Show - Verizon NFL Mobile "Andy"

Ranked by Forbes.com as a "Top 100 Global Ad Agencies / People That Knows Social Media and Google"

2012

I worked and met Hulk Hogan on a TV shoot and he had the most amazing orange tan going and the tightest skinny jeans on. A little awkward, but it's fine because it's Hulk Hogan

Selected to represent Hill Holliday at the Institute of Advanced Advertising Studies NY Program

2007

Bronze at Minneapolis One Show. Student work for ACE Bandages