

ERIC JORGENSEN

ERICSJORGENSEN.COM / ESJ2003@GMAIL.COM

AI-leading Creative

Creative director who's spent the past three years tearing apart the traditional ad model and rebuilding it around AI-powered creative and production systems that generate personalized video and messaging at scale, without losing polish. From Mars-Wrigley to AT&T, my clients have fundamentally changed how they produce social and broadcast video based on the systems I created with my team. More efficient. More personalization. Same high-end production. Fewer dollars.

CRITICAL MASS, LOS ANGELES — CREATIVE DIRECTOR

OCTOBER 2022 – PRESENT

- Gold Lion, 2X Bronze Lion, 7 shortlist for work on M&M'S
- CD for AT&T, Uber, M&M'S, Twix, Snickers, Skittles, BMW, MTN Dew, creating everything from TV to ecosystems to social to DCO to rebrands
- Was hired to help win Mars-Wrigley business, and did

.MONKS, LOS ANGELES — CREATIVE DIRECTOR

NOVEMBER 2021 – OCTOBER 2021

- Global CD for Netflix, Google Chrome, WalMart
- Launched viral campaigns for *Knives Out 2*, *Stranger Things*, *The Gray Man*

CRITICAL MASS, LOS ANGELES — ASSOCIATE CREATIVE DIRECTOR

NOVEMBER 2019 – OCTOBER 2021

- Helped lead creative for AT&T, City National Bank
- New business win: City National Bank
- AdAge Pick of the Week: Lily Returns, AT&T

TEAM ONE USA, LOS ANGELES — SENIOR COPYWRITER

DECEMBER 2013 – NOVEMBER 2019

- Led Cannes and other award-winning campaigns for clients such as Lexus, LA Clippers, March Madness, Nike, Sriracha, St. Regis

KLOUT, SAN FRANCISCO — COPYWRITER

MARCH 2012 – NOVEMBER 2013

- Created campaigns for the NFL, P&G, McDonalds, Chevy, Red Bull, Cadillac, HBO, Warner Bros, Doritos

KANSAS BANKERS ASSOCIATION, TOPEKA, KAN.— COMMUNICATIONS

MAY 2008 – JANUARY 2012

- Chief content strategist/writer for banks for state banks, syndicated nationally

EDUCATION

UNIVERSITY OF KANSAS, LAWRENCE, KAN. — *BACHELOR OF SCIENCE*

AWARDS

- Gold Cannes Lion, 2X Bronze Lion, 8 Shortlists
- One Show Pencil winner
- FWA of the Day 2X
- Creativity Online's Pick of the Week 4X
- 1st Place: Digiday Branded Content Channel
- 1st Place: Creative Media Awards
- 1st Place: Barclays Global Marketing Excellence Award for New Media