

ERIK DELEO

ASSOCIATE CREATIVE DIRECTOR/COPYWRITER

CONTACT

1-310-403-9589

erik@erikdeleo.com

Santa Monica, CA

PORTFOLIO

EDUCATION

THE CREATIVE CIRCUS - 2000

- Certificate in Copywriting

PURDUE UNIVERSITY - 1994

- B.A. Communications

FACTOIDS

- **Farthest Distance Traveled**
  Jakarta, Indonesia (8,972 miles)
- **Personal PR Coup**
  Landed a segment on the Today Show with Hoda and Kathy Lee
- **Advertising Circle of Life**
  Wrote an email for DIRECTV that ended up in my own inbox
- **Traveling Tidbits.**
  Seen 30 countries and shared a plane with Sir Richard Branson

AWARDS

- Telly's
- NY Festivals
- One Show Design

PROFILE

A conceptual copywriter who thinks visually. Broad agency and in-house experience across many disciplines. Fluent in speaking to consumers with language that resonates. From broadcast TV and manifestos to headlines and emails, there isn't much I haven't done. I bring an entrepreneurial mindset to any business or account I work on.

WORK EXPERIENCE

Saatva — 2024 - NOW
Associate Creative Director

Freelance Senior Creative — 2020 - 2024
- Branding + performance marketing

Ticketmaster — 2020
Freelance Senior Creative
- Branding and performance marketing for NFL, NBA, and NHL

Contend — 2019
Freelance Copy Lead
- Ticketmaster sports including NFL, NBA, and NHL

Brierley + Partners — 2016 - 2019
Associate Creative Director
- Firestone Complete Auto Care, Hertz

KERN — 2007 - 2016
Senior Copywriter
- DIRECTV, AMEX, AAA, Symantec

Kovel/Fuller — 2006 - 2007
Senior Copywriter
- Time Warner Cable, Yokohama Tires, Greenlight Financial

Rapp Collins — 2005 - 2006
Senior Copywriter

Copywriter — 2004
- DIRECTV, Toyota, Bank of America

Santy Advertising — 2003 - 2004
Copywriter
- Desert Diamond Casino, D.R. Horton, Kohnie's Deli

R+R Partners — 2001 - 2002
Copywriter
- Vegas Tourism, Mandalay Resort Group, National Finals Rodeo