



Erik Gerstenmaier

www.urbanbirdscreative.com
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07766 310 100

STATEMENT

I am a Creative Lead/Director with over 18 years' experience working with broadcasters, agencies and startups. For me, bringing creative to life in a way that is both distinct and effective is together a challenge and a reward. My most successful projects are collaborative - teaching where I can and learning where I need to, and it is with that in mind that I'm looking to step into a more permanent role where I am able to foster and direct a talented team of passionate creatives.

KEY SKILLS

- Directing studio and location shoots
- Art Direction including set, styling and casting
- Editing and mastering in Premiere Pro and AVID
- Compositing and motion graphics in After Effects
- Scripting and copy

CREDITS

- | | |
|------|--|
| 2025 | ◦ Around the World with DORA; Nick Jr. 10 x 5:00 broadcast series |
| 2024 | ◦ Play Like A Sponge; Nickelodeon 10 x 5:00 broadcast series |
| 2024 | ◦ Rubble's Big Builds; Nick Jr. 5 x 5:00 broadcast series |
| 2024 | ◦ Pup Gear; Nick Jr. 10 x 5:00 broadcast series |
| 2023 | ◦ Dance Along With; Nick Jr. 10 x 3:00 broadcast shortform series |
| 2022 | ◦ Pawsome Fitness Dance Along; Sky Kids/Nick Jr. 11 x 4:00 AR Gaming |

EXPERIENCE

**Creative Lead/
Director**

05.2011 - Present

**Freelance
Urban Birds Ltd.; London, UK**

- Clients include Blacklist Creative, Cheerful Twentyfirst, Disney, Channel Five, Fox, Fremantle, Global Canopy, Maverick Media, MMMultiply, National Geographic, Nickelodeon, Recipe, Sky Creative, The Manual and Turner
- Creative Direction of shortform series, promotional, social, commercial, branded content and 360° campaigns from concept through delivery
 - Work closely with production to ensure resources, timelines and budgets remain within scope and confidently steer PPMs and comms with vendors and cross-discipline departments
 - Technically adept in producing campaign materials across print, OOH, digital, cinema, social, AR, CGI and linear broadcast
 - Collaborate on briefs to initiate pitches; generating decks and presenting creative and media strategies ensuring clear and consistent tone of voice
 - Demonstrable agency experience shaping creative for commercial partnerships in retail, FMCG, automotive, gaming, lifestyle, food & drink and luxury
 - Manage contractors, outside agencies, vendors and internal resource teams
 - Routinely oversee multiple ongoing productions from pitch through delivery
 - Lead with a hands-on approach, lending my expertise in design, edit, motion, compositing and scripting
 - Ruthlessly organised to ease workflows and create a consistent approach to client WIP shares and communications
 - Foster strong working relationships and mentor in areas where the opportunity to expand skills arises

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EXPERIENCE

Senior Creative (Maternity Cover)

01.2014 - 11.2014

FOX/National Geographic FOX International Channels UK; London, UK

- Produced on-air promotional campaigns across FOX, NatGeo Wild UK and European channels
- Worked with ad sales and 21st Century Fox (studios) on commercial partnerships, sponsorships and brand spots across UK and EMEA
- Worked with media planning to translate viewing figures into campaign and channel strategy
- Regularly flexed creative and MGFX roles to provide departmental cover
- Shaped pro-social campaigns aimed at highlighting key NatGeo brand pillars
- Mentored junior creatives and production assistants
- Liaised with US promo team to coordinate ATL programming launches
- Trialled and advised Media Operations on switchover to new content management system

Manager Marketing Design

11.2009 - 04.2011

WarnerTV Warner Bros. International Branded Services; London, UK

- Collaborated with marketing, programming and scheduling to build VOD stunt campaigns,
- Applied research results to creative to ensure increased affiliate programming buy-in
- Oversaw the rebrand identities of WarnerTV and WarnerFilms, including production and distribution of branding toolkits
- Creative direction across on and off-air marketing, design and production for 5 UK and nineteen EMEA affiliate services
- Enhanced communication with affiliate design, on-air, marketing and ingest teams
- Maintained series and service provider content of WarnerTV.com
- Oversaw all aspects of production, managing outside creative agencies, in-house freelancers and contracted suppliers

Mid-weight Creative

01.2007 - 11.2009

Nickelodeon International / UK Creative MTV Networks Europe; London, UK

- Responsible for production and distribution of EMEA launch toolkits
- Supported International Marketing by developing creative for 360° campaigns, social initiatives, CP and events
- Produced branded block material for International Programming Sales
- Directed international talent shoots
- Scripted, edited, artworked, produced, and composited in house
- Briefed and managed external creative agencies and freelance creatives
- Produced B2B reels to support marketing initiatives and award submissions

EDUCATION

Master of Arts 09.2004 - 09.2005

Image & Communication (Distinction)
Goldsmiths College; London, UK
Programme representative
Project Coordinator for final degree show, *In Visibility*
Attained Distinction for practice-theory writing

Bachelor of Arts 09.1998 - 08.2002

Communication (Honours)
University of Cincinnati; Cincinnati, OH (USA)
Department of Communication Honours Programme participant
Creative Writing Certificate in Poetry
Fine Arts Certificate in Printmaking