

13 Herbert Road
Bromley
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Erik Gerstenmaier
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STATEMENT

I am a Creative Lead/Director with over 16 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 up to a more permanent position where I am able to foster and direct a talented team of passionate creatives.

EMPLOYMENT

**Creative Lead/
Director**
05.2011 - Present

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

- Clients include Blacklist Creative, Disney, Channel Five, Fox, Fremantle, Maverick Media, National Geographic, Nickelodeon, Sky Creative and Turner
- Consistently lead high-impact shortform, promotional, social, commercial and 360° campaigns from ideation through delivery
 - Work closely with production to ensure resources, timelines and budgets remain within scope
 - Dissect briefs to initiate creative pitches, generating decks and presenting fully realised strategies
 - Demonstrable creative agency experience shaping creative for commercial partnerships in retail, FMCG, automotive, gaming, lifestyle, food & drink and luxury
 - Confidently communicate with vendors and cross-discipline departments
 - Manage freelancers and outside agencies and mentor junior team members
 - Routinely oversee varied aspects of multiple ongoing productions
 - Enthusiastically collaborate to ensure shareholder objectives are achieved and/or exceeded
 - Art direct encompassing location dressing, set design, casting and styling
 - Direct studio and location shoots
 - Self edit, artwork and composite; mid-weight 2D and 3D when required
 - Script and copywrite across children's media, general entertainment and factual
 - Well versed in UK compliance and Ofcom regulations for both promo and commercial air time
 - Familiar with technical aspects of producing campaign materials across print, OOH, digital, cinema, social, AR and broadcast
 - Promax UK Silver and multiple Promax UK and Europe Finalist accolades

**Senior Creative
(Maternity Cover)**
01.2014 - 11.2014

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

- Produced successful on-air promotional campaigns across FOX, National Geographic and National Geographic Wild UK and European channels
- Worked with ad sales department on commercial partnerships / sponsorships with 21st Century Fox studios across UK and EMEA as well as frequent programming brand spots
- Worked closely with media planning to monitor viewing figures, enact campaign strategy and increase promo impact across multiple linear UK channels
- Regularly flexed creative and MGF roles to provide cover and to decrease departmental spend
- Shaped multiple 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**

- Worked closely with marketing, programming and scheduling to build VOD stunt campaigns, promoting a more accessible platform for our linear customers
 - Applied research results to creative to ensure increased affiliate buy-in of available programming
 - Steered the rebrand identities of WarnerTV and WarnerFilms, overseeing production of on-air promo packaging and branding assets
 - Brand ambassador across TV, Films and Zone brands, and point of contact for all Warner UK, EMEA and Asia VOD and linear channels as well as regional suppliers
 - Creative direction across all marketing, design and production for 5 UK and nineteen EMEA affiliate services, encompassing on-air commercial and promo output, print and digital
 - Regularly evaluated Warner's performance within affiliate services and strategised stunting to increase customer awareness
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EMPLOYMENT

**Manager
Marketing Design**
11.2009 - 04.2011

WarnerTV
Warner Bros. International Branded Services; London, UK

Continued

- Enhanced communication with affiliate design, on-air, marketing and ingest teams by establishing direct lines of contact for job requests, sign-off and delivery, minimising turnaround and increasing impact of promo campaigns
- Maintained series and service provider content of WarnerTV.com, ensuring programming stunts were clearly communicated
- Oversaw all aspects of production, managing outside creative agencies, in-house freelancers and contracted suppliers

**Mid-weight Creative
(Seconded)**
05.2009 - 11.2009

Nick Jr.
Nickelodeon UK; London, UK

- Led the on-air launch of UK and international series launches
- Produced B2B reels to support marketing initiatives and award submissions
- Collaborated with commercial marketing and digital on campaigns for flagship CP
- Assisted in launching a live action morning block developed for Nick Jr., directing shoots and generating creative aimed at boosting audience engagement
- Edited, scripted and art directed on-air deliverables

Creative
01.2007 - 05.2009

Nickelodeon International Creative
MTV Networks Europe; London, UK

- Responsible for production and distribution of EMEA branded assets
- Supported International Marketing and Velocity by developing creative for 360° campaigns
- Produced branded block material for International Programming Sales
- Worked closely with UK on-air teams on social initiatives, events and on-air stunts
- Department representative for brand initiatives such as KCAs, Big Green Help and 2009 Global Rebrand
- Directed international talent shoots
- Scripted, edited, artworked, produced, and composited in house
- Briefed and managed external creative agencies and freelance creatives

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*
Branding and Content Coordinator for www.invisibility.org.uk
Attained Distinction for practice-theory writing

Bachelor of Arts
09.1998 - 08.2002

Communication (Honours)
University of Cincinnati; Cincinnati, OH (USA)

Concentration: Organisational Communication
Department of Communication Honours Programme participant
Creative Writing Certificate in Poetry
Fine Arts Certificate in Printmaking