

# ERIN BANISCH

## LET'S CHAT

### *Social*

erinbanisch.com  
linkedin.com/in/erinbanisch

### *Email*

e.schwarzbach33@gmail.com

### *Phone*

817-774-5668

## WORK HISTORY

### CREATIVE DIRECTOR

*Cheil USA, November 2020–Present*

- Manage a remote team of designers, art directors, and writers
- Develop regional and national cross-channel creative for Samsung mobile and wearable devices
- Serve as a liaison and creative approver for partner agencies working on various aspects of the same projects
- Manage creative, account, and client reviews to ensure all deliverables align with the brief and brand standards
- Present final creative work to internal and external C-suite executives
- Oversee content creation for Cheil USA web presence
- Clients: Samsung, Cheil USA

### ACD, BRAND EXPERIENCE

*latitude, May 2019–October 2020*

- Led a variety of experiential marketing efforts for The Richards Group clients, including Choctaw Casinos & Resorts, Shiner, and Chi Omega
- Concepted and launched a brand refresh for Heartis Senior Living that spanned digital and print assets, resulting in elevated move-in rates
- Participated in new business pitches and special projects for various clients
- Organized internal presentations to educate coworkers and company leads about experiential marketing
- Clients: Heartis Senior Living, Choctaw Casinos & Resorts, Keurig Dr Pepper

### SENIOR COPYWRITER

*Uber, June 2016–April 2019*

- Managed the creative for multiple national and international campaigns across high-priority business segments like self-driving and Vehicle Solutions
- Executed a range of culturally relevant and CSR-focused projects, including the annual Pride campaign
- Partnered with girlboss to create a female empowerment campaign that garnered over 406M impressions and increased brand engagement by 84%
- Partnered with Billboard Music Awards to produce broadcast spots and digital videos that highlighted the road to success for women in music
- Served as on-set creative lead for numerous still and video shoots
- Consulted for the Brand Team during the evolution of Uber's tone and voice
- Founded Good People + Good Things with five other do-gooders
- Clients: Uber, Advanced Technologies Group, Business Development

## HOOK 'EM HORNS

*University of Texas at Austin*  
BS in Creative Advertising  
Concentration in Business Foundations

### SENIOR COPYWRITER

*T3, July 2015–May 2016*

- Led conceptual development of mobile, web, social, print, video, and in-store assets for cross-channel campaigns
- Collaborated with UX, strategy, and development teams to increase Slurpee sales by 61% over previous period through the All Access Chill campaign
- Worked with internal and external partners on still and video shoots
- Pitched new business, celebrated wins, and learned from losses
- Managed and mentored the team's junior and mid-level writers
- Clients: 7-Eleven, Slurpee

### COPYWRITER + CONTENT STRATEGIST

*T3, August 2013–June 2015*

- Sported my new content strategy hat to define and develop the content for multiple, large-scale website redesigns
- Launched the new Ink from Chase site that garnered 131% increase in site visits and 214% increase in conversion after card comparison
- Increased engagement, time-on-site, and social sharing with online UPS sustainability quiz
- Concepted and executed content, design, and functionality updates for the award-winning 7-Eleven app
- Clients: 7-Eleven, UPS, Which Wich, Chase Bank

### COPYWRITER

*MEplusYOU, July 2012–July 2013*

- Led copywriting efforts for the Verizon Fios *Iron Man 3* Experience promoting our cross-channel partnership
- Created an anti-bullying back-to-school social campaign for the Secret Mean Stinks movement
- Executed the launch of Louisville Slugger's fastpitch softball social presence
- Clients: Verizon FiOS, Secret Deodorant, Louisville Slugger

### JUNIOR COPYWRITER

*MEplusYOU, May 2011–June 2012*

- Concepted and implemented the launch of P&G Beauty's digital presence
- Created the P&G Beauty social campaign to support their partnership with the Summer Olympic Games
- Exponentially grew P&G Beauty's Facebook following and engagement with gift-giving holiday campaign
- Clients: P&G Beauty, Secret Deodorant

## SKILLS

### EVERYTHING FROM GOOD VIBES TO GREAT WORK

Leading confidently. Thinking conceptually. Writing creatively. Working collaboratively. Polishing creative turds. Being plucky. Video conferencing. Charming clients. Singing out of tune. And keeping every card I've ever been given. Because I believe the words others choose to write for me are just as important, if not more so, than the words I choose to write for others.