

ERIC ARNOLD Sr. Art Director & Associate Creative Director

Senior advertising creative with a 13-year track record of delivering breakthrough brand recognition and award-winning campaigns for leading food, telecom, tech and lifestyle brands.

BRAND EXPERIENCE

A&W: Created A&W's "Ingredient Guarantee" campaign for TV, online and POS.

- 5 years as the key client-facing creative
- Campaign yielded 6.3% growth in same-store sales
- Named 2015 BCAMA Marketer of the year.
- Responsible for creating and executing core campaign elements targeting specific demographics, optimizing for specific social and online delivery formats.

EA Sports: Created FIFA Street 2013 launch contest featuring Leo Messi

- Global Facebook competition featuring world famous footballer
- Best ever launch for EA FIFA Street, hitting the #1 position in the UK for four weeks.

Slack: Created their first North American brand campaign, positioning and reinforcing brand.

Milk: Created a two year TV, print and online campaign promoting health benefits to youth.

AGENCY EXPERIENCE

Sr. Art Director/Associate Creative Director at Rethink - October 2012 to present

- Led multi-channel campaign development from creative concept to execution.
- Clients included A&W, Slack, Shaw, Coast Capital Savings, Mr. Lube and Science World.
- Created campaigns for TV, online, social, retail and B-to-B.
- Responsibilities include script concepts, content creation, design, all aspects of pre and post production for TV and print, project supervision.
- Film director for client and in-house productions, overseeing all aspects from pre to post production, directing talent on set and creating an overall look and feel.
- Director of photography on A&W responsible for all aspects of photography including photographer and stylist selection, scene styling and retouching.

Sr. Art Director at Dare - November 2010 to October 2012

- Led campaign creative development and execution for key accounts.
- Clients included Manitoba Telecom, EA Sports, BCLC, Honda, SAP.

Art Director at Cossette - July 2007 to November 2010

- Responsible for creating multi channel campaigns from concept to execution.
- Clients included McDonalds, Milk, Tourism BC, Government of BC, Russell Brewing.

Freelance Art Director - March 2004 to July 2007

- Concept and content creation for clients included Ford, BCLC, Scotts and Translink.

AWARDS

- Cannes Finalist 2009, Gold Marketing 2009 - McDonalds
- Gold and Silver Cassies 2016 - A&W
- One Show Digital Short List 2012 - EA Sports
- ADCC, Applied Arts, CMA's, Extras, Lotus Awards, Salazar Award

EDUCATION

Langara College, Associates Degree, Advertising and Graphic Design

SKILLS

InDesign, Photoshop, Illustrator, drawing, photography