

ACHIEVEMENTS

- Award-winning **Copywriter** (SILVER ROCKIES 2008 TV/Radio)
- Award-winning **Copywriter** (SILVER ROCKIES 2016 Web/Video)
- Award-winning **Storyteller** (HUMMING BULL 2018 Stage)
- Award-winning **Journalist** (CALIFORNIA NEWS PUBLISHERS ASSOC. 2004 Spot News)
- Experienced Keynote Speaker: **TEDxBoise**, Treefort Music Fest, *The Mammal Problem* (Off-Broadway play)
- **Saturday Night Live** writing credits (Weekend Update segment, 1997-1999)
- **Board Member** (appointed to assist in developing the social media marketing efforts for Leukemia & Lymphoma Society, Boise Philharmonic, Idaho Songwriters Association)

SKILLS

Written Communication:

- **AP Style** expert-level editor with 10+ years of professional **copy editing** experience
- **Evidence-based researcher** & medical copywriter w/ background in experimental psychology
- News **editor & reporter** w/ the ability to extract compelling, relatable stories and blog post topics from diverse personalities and complex scenarios
- Blog **ghostwriter and researcher** for medical, veterinary, and celebrity podcast clients

Public Speaking / Presentations

- Off-Broadway **performer**—*The Mammal Problem* @ the Anne L. Bernstein Theater, 2017
- **Keynote Speaker** @ TEDxBoise and multiple organizations' annual fundraisers (Family Advocates, ArtsNorthwest, Leukemia & Lymphoma Society, Idaho Business League)

Technology

- **Web Development**—Wordpress, GoDaddy and other website builders
- **Graphic Design**—Canva, Pages, Keynote, Powerpoint and MS Office expert
- **Artificial Intelligence**—Prompt engineering, GPT building, AI implementation
- **Social Media**—Multi-channel (Facebook, YouTube etc.) multi-format (video, meme, blog) content creator

EDUCATION

UCLA Class of '93

- Bachelor of Arts, **PSYCHOLOGY** (College of Life Sciences)
- Bachelor of Arts, **PHILOSOPHY** (College of Humanities)



JOURNALISM

NEWS REPORTER | NEWS EDITOR

1999 - 2005 | 2018 - 2022

Although fake news (SNL's Weekend Update) was my first "professional" writing experience (I wrote on spec and sold 3 jokes), it was real news that launched my writing career. What follows are my achievements in this field:

- Beat reporter for weekly and daily newspapers in California and weekly newspapers in Idaho: covered government, land use, education, business and human interest stories
- Won CALIFORNIA NEWS PUBLISHERS ASSOC. Best Spot News award 2004 (*Gilroy Dispatch*, High School Lockdown)
- Freelance Reporter at *Boise Weekly* and News Editor at *Wood River Weekly*, covering all beats and assignments, including remotely during the pandemic and lockdown
- Performed copy editing on articles using AP Style Guide

MARKETING

COPYWRITER | CONTENT EDITOR

2005 - PRESENT

By late 2004, I moved from California to Idaho and transitioned from journalism to marketing. I held positions with both independent ad agencies (CLM and DaviesMoore) and corporate marketing departments (United Health Group, Scentsy, Capital One). What follows are my achievements in this field:

- Promoted to copy editor at United Health Group, co-wrote OptumHealth style guide while continuing to write 2 to 3 evidence-based medical articles per week
- Promoted to lead messaging strategist at Scentsy after only 2 months on the job
- Pitched, developed and produced creative across TV, radio, web, social media, and print for Fortune 500s, small businesses, nonprofits and entrepreneurs for my True Story Project LLC clients.
- Notable website and social media clients include: TanyaAckerShow.com, Troy McClain of *The Apprentice*, K&D African Hair Braiding, Hurst Dental Studio, Bobbi Bullock Medical Esthetics
- Won 2 SILVER ROCKIES Awards for copywriting: 2008 TV/radio for CLM, 2016 Web/Video for DaviesMoore

PUBLIC SPEAKING

LEAD WRITER-STORYTELLER

2012 - PRESENT

Performed 'The Mammal Problem'—a two-act play written by me and performed to live music.

- The Egyptian Theatre, Boise, April 2017
- The Anne L. Bernstein Theatre, off-Broadway/New York City, October 2017

Performed short stories written by me to live, original music for True Story—a multi-art presentational ensemble founded by me. Events/Venues include:

- Idaho Songwriters Association | Sapphire Room featured events
- Treefort Music Festival | Storyfort featured performance
- Arts Northwest booking conference | Keynote speaker
- Family Advocates annual fundraiser | Keynote speaker
- Goddess Festival | Featured entertainment

TEACHING

ENGLISH TEACHER

1997-1999

Taught English conversation in Tokyo, Japan for Aeon, Inc.

PRESENTER

2011-2019

Presented resumé design and job interview preparation seminars for Idaho Business League job fairs.

EDUCATION

UCLA

- Bachelor of Arts, **PSYCHOLOGY** (College of Life Sciences)
- Bachelor of Arts, **PHILOSOPHY** (College of Humanities)

REFERENCES

EDWARD MOORE | (208) 841-2002

AD AGENCY OWNER

Edward is the CEO and founding partner of DaviesMoore ad agency (now 116 & WEST). He can speak to my value-add as a creative content developer with business savvy.

NAWA K. COLEMAN | (347) 399-6381

SMALL BUSINESS OWNER

Nawa was in the audience when I performed my play 'The Mammal Problem' in New York City. She has used me for script writing, website development, social media content creation and business consulting.

WAYNE GREEN | (760) 505-7196

BUREAU CHIEF *THE WALL STREET JOURNAL* (RET.)

Wayne was the first editor to hire me, and at the time I only had fake news jokes for writing credits. His unmatched tutelage set a journalistic bar so high that I strive to reach it still 25 years later.

TESTIMONIALS

MATT LONG | (208) 371 4870

ALBERTSONS INC. MARKETING DIRECTOR

"I hired Eric once, precisely because of the collaborative muscles he flexed in his career. In a short time, I saw Eric had creative chops, too, and he quickly began writing and editing copy and designing documents for my creative production team. He has developed himself into precisely the rock star creative person with a savvy business sense you now seek. He'd be my first choice with which to start building a brand."

TANYA VAUGHAN | (208) 484 1147

AD AGENCY EXECUTIVE

"If you're looking for a writer who can bring creative ideas to the table, as well as add value to branding and business strategy, you don't need to look any further than Eric. He's a positive influence to a company's culture and has some impressive editing skills, too."

