

## PROFESSIONAL SUMMARY

Eric Leins, professionally known as E.L. Valentine, is a Boise-based writer, storyteller, and content creator/strategist with a diverse, award-winning background in journalism, marketing, and live performance. Holding dual B.A. degrees in Psychology and Philosophy from UCLA, he brings a multidisciplinary approach to his work and is especially adept at turning complex topics into compelling narratives. His portfolio includes work with various organizations such as *Saturday Night Live*, the Idaho Department of Health & Welfare, Boise Philharmonic, Boise Weekly, TEDx, United Healthcare and Scentsy, Inc.


*He is: Available for **contract** or **full-time work**; Experienced in **remote, hybrid, and in-office** work environments; Willing to **relocate**.*

## PROFESSIONAL OFFERINGS

Eric is the founder and creative director of True Story Project, LLC, which encompasses three distinct brands:

1. IC (Independent Creativity): Specializes in **branding and marketing**, crafting compelling narratives that resonate in both Web 2.0 and Web 3.0 landscapes for small businesses and entrepreneurs.
2. Ei (Essential Intelligence—AI's Human Element): Focuses on **integrating artificial intelligence** into creative processes and business workflows, developing a synergy of human creativity and AI.
3. True Story: A performing arts ensemble that combines storytelling with live music, delivering **impactful keynote presentations** and performances that have helped set fundraising records.

## REASONS TO HIRE

- **Multidisciplinary Expertise:** With experience spanning journalism, marketing, live storytelling, and web development for small businesses, he offers a unique blend of skills that can cater to diverse project needs.
  - **Innovative Storytelling:** His ability to weave narratives that connect with audiences on multiple levels makes him a valuable asset for projects aiming to make a lasting impact.
  - **AI Integration:** Through Ei, he brings the latest in AI technology to creative and strategic endeavors, ensuring that projects are both cutting-edge and effective.
  - **Local Insight:** Being based in Boise, Idaho, he possesses a deep understanding of the local culture and market, which can be advantageous for region-specific projects.
  - **World View:** A child of immigrant parents, Eric has experienced life abroad firsthand, regularly visiting family throughout Europe and living as an expat in Tokyo, Japan for 3 years.
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## MY QUALIFICATIONS

### ACHIEVEMENTS

- Award-winning **Copywriter** (SILVER ROCKIES 2008 TV/Radio)
- Award-winning **Copywriter** (SILVER ROCKIES 2016 Web/Video)
- 1st Place **Storyteller** (HUMMING BULL 2018 Stage)
- 1st Place **Engineering Contest Entry Packet** Designer/Writer (JUB Engineers: Auger Falls, 2005)
- Award-winning **Journalist** (CALIFORNIA NEWS PUBLISHERS ASSOC. 2004 Spot News)
- Experienced **Keynote Speaker**: TEDxBoise, Treefort Music Fest, *The Mammal Problem* (Off-Broadway play), ArtsNorthwest, Family Advocates, Leukemia & Lymphoma Society
- **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

#### *Copywriting & Copy Editing:*

1. AP Style Guide
2. B2B and B2C
3. Social Media A/B Testing and KPIs

#### *UX/UI Creative Content:*

1. Web Development: Wordpress, GoDaddy
2. Graphic Design: Canva, MS Office, Apple iOS, and Video AD softwares
3. Web 2.0/3.0: Artificial Intelligence implementation & prompt engineering

#### *Public Speaking:*

1. Slide decks
2. Pitch decks
3. Keynote performer

### EDUCATION

**B.A. PSYCHOLOGY** | UCLA, COLLEGE OF LIFE SCIENCES

**B.A. PHILOSOPHY** | UCLA, COLLEGE OF HUMANITIES

**AI CERTIFICATION** | GOOGLE AI EDUCATION, (5-MODULE COURSE—IN PROGRESS)

### PORTFOLIO

[HTTPS://TRUESTORYPROJECT.COM](https://truestoryproject.com)



# MY REFERENCES

## EDWARD MOORE | (208) 841-2002

116 & WEST

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.

## MEGAN WELLS | (208) 921-1167

VP OF MARKETING AT EVOLVEAI

Megan began her career as my copywriting intern. Within several years, she became my editor and go-to marketing strategist when I can temporarily snatch her away from VP positions at Silicon Valley startups.

## NAWA K. COLEMAN | (347) 399-6381

N.Y. BASED 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 services.

## MATT LONG | (208) 371-4870

ALBERTSONS RETAIL MEDIA COLLECTIVE

*"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

LOCAL BUSINESS CONSULTANT AND OWNER

*"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."*



# MY EXPERIENCE

\*OVERLAP IN DATES ARE DUE TO CONCURRENT FREELANCE AND CONTRACT ENGAGEMENTS\*

## CREATIVE DIRECTOR | TRUE STORY PROJECT, LLC

Boise, ID | 2012 – Current

### JOB DUTIES:

- **Website Development**—Design and maintain web content for small businesses, entrepreneurs and startups using Wordpress and GoDaddy Website Builder software
- **Social Media**—Content and messaging strategy, design and execution for organizations such as Boise Philharmonic, TEDx, Idaho Songwriters Association, The Tanya Acker Show, True Story, Troy McClain, Dentalux, Advantage-English, K&D African Hair Braiding and Hurst Dental Studio
- **Copywriting & Copy Editing**—Blogs, articles, white papers and other content for a variety of businesses and publications on a variety of topics: real estate, veterinary, dental health, finance, trends, self-help, education, wellness
- **Presentations & Storytelling**—Wrote, performed and developed industry- and event-specific keynote speeches, slide presentations, and video content for clients and organizations; Wrote, performed in and directed my play titled *'The Mammal Problem'* (The Egyptian Theatre in Boise | Anne L. Bernstein Theatre off-Broadway)
- **Graphic Design**—In-store, POS, and digital collateral for small businesses and entrepreneurs
- **A.I.**—Business process and Chatbot implementation for small businesses and entrepreneurs.

### ACHIEVEMENTS:

- Won 1st Place at the *Humming Bull Storytelling Competition* | Sun Valley, Idaho | 2018
- Developed one of GoDaddy's "Top Performing Sites" | K&D African Hair Braiding | 2021–Present
- Commissioned keynote speaker: Arts Northwest, Idaho Leukemia & Lymphoma Society, and Kymfest
- Performed my short story and music mashups at TEDx, Treefort, Story Story Night, and off-Broadway at the Anne L. Bernstein Theatre | 2013–2017

## SR. COPYWRITER | DAVIES MOORE AD AGENCY (NOW 116 & WEST)

Boise, ID | 2016 - 2018

### JOB DUTIES:

- Created TV, radio and print ads + developed digital branding and other marketing collateral (websites, blogs, social media & email messaging) for clients such as: Idaho Department of Health & Welfare, Healthwise, Bardenay, Axiom, Title One, Kordata
- Developed strategy for and wrote press releases for a variety of clients, including Block 22 LLC - the company that owns Century Link Arena, Idaho Steelheads and The Grove Hotel

### ACHIEVEMENTS:

- Successfully strategized, edited and pitched prospective-client proposals, including the Healthwise RFP and CommunityAmerica Credit Union RFP
- Performed a keynote speech to music at the 2017 Family Advocates Annual Fundraiser which saw a 55% increase in money raised compared to any prior year
- Won a 2016 Silver Rockies Award | Corporate Video category, Kordata, Inc.

## **CORPORATE MESSAGING STRATEGIST & COPYWRITER** | SCENTSY

Boise, ID | 2013 - 2015

### *JOB DUTIES:*

- Wrote, edited and developed brand content, including print catalogues and digital communications
- Wrote, edited and developed inside sales content

### *ACHIEVEMENTS:*

- Promoted from contracted Copywriter to Lead Strategist after 2 months on the job

## **SOCIAL MEDIA MANAGER & COPYWRITER** | BEYOND INDIGO

Remote Work, Minnesota | 2010 - 2015

### *JOB DUTIES:*

- Managed multiple accounts for veterinary clinics across the U.S., ensuring audience growth per month and successful implementation of campaigns and contests
- Wrote blogs and website content for veterinary clinics
- Developed and curated industry-relevant social media content to increase engagement and improve SEO rankings for veterinary clinics across the U.S.
- 100% Remote

### *ACHIEVEMENTS:*

- Promoted from contracted Copywriter to non-exempt Social Media Manager
- Retained as Copywriter after being recruited by Scentsy for a more advanced role

## **MEDICAL COPYWRITER & COPY EDITOR** | UNITED HEALTH GROUP

Remote Work, Minnesota | 2010 - 2012

### *JOB DUTIES:*

- Researched and wrote up to 5 medical articles per week for a Fortune 10 healthcare leader and Fortune 100 company.
- Edited 100% of the content team's articles and revised the myOptumHealth style guide to better align with industry standards and digital communication
- Wrote headlines, tag lines, summaries and other copy for special mar-comm projects deemed high priority by publisher and managing editor
- 100% Remote

### *ACHIEVEMENTS:*

- Promoted from Copywriter to Copywriter & Copy Editor
- Co-wrote the myOptumHealth style guide

## **COPYWRITER** | CLM MARKETING & ADVERTISING

Boise, ID | 2008 - 2010

### *JOB DUTIES:*

- Concepted and wrote marketing material, from website content and outdoor ads to radio and television commercials for clients such as Idaho Department of Health & Welfare, Jacksons Food Stores and Monsanto
- Directed voice-over talent in roughly 12+ commercial radio productions
- Wrote and developed multiple video projects for the Idaho Department of Health & Welfare
- Ensured 100% accuracy of all marketing material

### *ACHIEVEMENTS:*

- Won 2008 Silver Rockies Award | TV/Radio Ad category, *Western Idaho Fair*

## OTHER PROFESSIONAL EXPERIENCE

**COPYWRITER / EDITOR** | *DBSI GROUP, 2006 - 2007*

**COPYWRITER / TECHNICAL EDITOR** | *CAPITAL ONE, 2004 - 2005*

**NEWS REPORTER / NEWS EDITOR** | *MAIN STREET MEDIA, 2000 - 2004*

**NEWS REPORTER / NEWS EDITOR** | *SUN DOG MEDIA, 2019 - 2023*

**ENGLISH TEACHER** | *AEON, INC. 1993 - 1999*

### ACHIEVEMENTS:

- Won a 2004 California Newspaper Publishers Association award | Best Spot News, *Gilroy Dispatch*
- Passed Level IV of the Japanese Language Proficiency Exam

