Eric **Altbush.**

Creative Director | Experiential Marketing | Brand Strategy & Design

Brooklyn, NY | theworks@altbush.com | 781 640 3882 | altbush.com

Creative Director with 20+ years of experience leading experiential marketing, branding, and integrated advertising campaigns for global corporate brands and trend-setting underground events. Specialized in blending strategic thinking with innovative creative concepts to create immersive, culturally resonant experiences that drive measurable business results. Proven at directing multidisciplinary teams with a collaborative, solutions-focused approach and driving bold, original creative from concept through execution. AI thought leader and early adopter, guiding teams and companies to rethink how they concept, design, and deliver creative work.

SKILLS

Creative Expertise

Advertising • Branding • Creative Strategy • Concept Development • Experiential Design • Activations & Events • Integrated Campaign Development • Content Creation • Team Leadership & Mentoring • Project Management • Client Relations • Presenting & Communication • Community Building

Technical Skills

Art Direction • Graphic Design • Environmental Design • Identity Design & Storytelling • Copywriting • Presentation Design • Social Media Marketing • Video Editing • Motion Graphics • UI/UX Design • Web & Digital Design • AI Prompt Engineering

Software & AI

Adobe Photoshop • Illustrator • InDesign • After Effects • Premiere • Lightroom • Figma • Google Workspace Apps • Microsoft Office • ChatGPT • Midjourney • Stable Diffusion • Runway • Krea • Firefly • Claude • Gemini

SELECT CLIENTS

Amazon • Samsung • Microsoft • Coca-Cola • FedEx • IBM • Kia • Citi • Workday • AWS • AMD • Pirelli • SiriusXM • Formula E

PORTFOLIO

altbush.com

resume date: 1.29.26

PROFESSIONAL EXPERIENCE

MOSAIC

Experiential Creative Director | 2025 - 2026

SOHO EXPERIENTIAL

Senior Creative Director | 2025

FREEMAN / SPARKS

Creative Director | 2021 - 2025

- Led creative direction for global conferences, brand activations, and immersive evening events for Fortune 500 clients including **Amazon**, **FedEx**, **Workday**, **AWS**, and **AMD**
- Directed multidisciplinary teams of 15+ across branding, environmental design, video content, and live production, delivering cohesive concepts and creative vision from pitch through execution
- Developed full event branding, attendee journeys, keynote stage designs, and convention center takeovers for major conferences including **CES** and **HIMSS**, reaching audiences of 30,000+ with budgets exceeding $7M
- Established a discovery process to develop strategy and briefs that ensured creative solved client objectives and met KPI targets.
- Created strategic direction for high-value RFPs and presented winning concepts that secured new business with **Amazon**, **IBM**, **Microsoft**, **Zoom**, and others
- Mentored junior creatives and managed external agencies and freelancers
- A founding member of Freeman's AI thought leadership group, guiding corporate adoption and training teams on creative workflow innovation.

MIRRORBALL

Creative Director | 2020 - 2021

- Directed strategy and creative execution for high-profile brand launches and public activations for **Hudson Yards**, **Time Out Market**, and others
- Designed and directed large-scale art, branded experiences, and live performances, developing integrated brand platforms across digital, event, and environmental storytelling.
- Managed multidisciplinary teams from concept through execution, delivering for hospitality, fintech, and cultural venues.

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PROFESSIONAL EXPERIENCE

HARMONICA
Creative Director | 2020

- Led branding, design, and creative direction for wellness and lifestyle clients across digital, social, and experiential channels, including **Comvita**, **AeroGarden**, and **Sensitive Home**
- Oversaw production of cross-platform marketing content with a focus on animation, visual storytelling, and brand consistency
- Shaped content strategy and brand voice to help early-stage brands stand out and drive growth in competitive markets

IRIS WORLDWIDE
Creative Director / ACD | 2018 - 2019

- Drove experiential concepting and environmental design for branded activations, interactive showrooms, and B2B training events for clients including **Samsung**, **Kia Motors**, and **SiriusXM**
- Developed winning creative concepts for high-profile new business RFPs, including the pitch that secured Iris NYC's first B2C client
- Delivered award-winning creative that drove 28,000+ attendee engagements, 2.5M+ social impressions, and record sales conversions

ALTBUSH WORKS LLC
Creative Director / Founder | 2015 - 2025

- Founded independent creative studio, serving as agency of record for **Pirelli**'s motorcycle marketing across North America for four years
- Directed advertising campaigns and original content for global motorcycle brands including **Metzeler**, **REV'IT!**, and **Dainese** across social, digital, and print channels
- Designed brand identities and content strategies for startups and emerging brands across wellness, tech, lifestyle, and spirits, including work for **Macallan**, **Strava** and **LynQ**
- Produced content strategy and creative for music festivals and national fundraising events, including **Art With Me** and the **Susan G. Komen 3-Day**
- Served as Creative Director for 2020 independent U.S. **presidential campaign**, overseeing visual identity, video content, and social strategy

WOODS WITT DEALY & SONS
Associate Creative Director / AD | 2009 - 2015

- Concepted and designed integrated advertising campaigns across digital, social, print, and OOH for clients including **Pirelli**, **CNBC**, **Cheerwine**, and **Duracell**
- Directed TV, radio, and digital commercials, including a celebrity campaign featuring **Jay-Z** that led to a brand partnership
- Created 360º marketing campaigns that connected traditional advertising and social engagement with live brand activations

OGILVY & MATHER | **Art Director** | **2009**

DDB | **Art Director** | **2009**

AWARDS & RECOGNITION

Event & Industry Awards

Eventex Silver Award | 2025
HIMSS Global Health Conference | Sparks

MUSE Creative Platinum Award | 2024
AMD Advancing AI | Freeman

MarCom Platinum Award | 2024
HIMSS Global Health Conference | Freeman

Titan Health Gold Award | 2024
HIMSS Global Health Conference | Freeman

Drum Marketing Gold Award | 2020
Samsung Infinity Screening | Iris

Global ACE Awards: Best in Show | 2019
Samsung Infinity Screening | Iris

Thought Leadership & Media

Panelist | 2025
CEMA / HIMSS Study Tour, PCMA

Quoted Expert | 2024
Trade Show Executive Magazine / HIMSS Coverage

INNOVATION & CREATIVE LEADERSHIP

- Founding member of Freeman and Sparks' internal AI thought leadership group, helping guide integration of AI tools into corporate policy and creative workflows across concepting, design, and content production
- Organized and hosted AI workshops, training sessions, and a peer-driven learning group on prompt engineering and generative design for internal teams, external agencies, and the broader creative community through meetups and a shared Discord platform
- Produced large-scale immersive art and experiences for **Burning Man** and other cultural festivals, leading teams of artists, fabricators, and technologists to bring interactive installations to life
- Founded and led a creative community platform for 10+ years, producing underground events, participatory art, and cultural gatherings in NYC that fuse storytelling, technology, and art for thousands of attendees

EDUCATION

BFA, Advertising Art Direction | 2006
Pratt Institute

Continuing Education | 2002, 2009
Rhode Island School of Design | **School of Visual Arts**

Altbush.