

Eric Revels, Marketing Director

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SUMMARY

Successful brand storyteller with 30 years of advertising and marketing experience. Creative thinker grounded in strategy. Managed 3MM marketing budget for a major law firm in the Chicago loop. Executed advertising and promotional programs on budget for Fortune 500 companies and helped launch local start-ups. Experienced in managing creative teams and vendors alike. Developed marketing materials for a number of fundraisers in the education, religious and health care spaces which wowed attendees and exceeded goals.

SKILLS

- Brand Management
- Project Management
- Creative Ideation
- Social Media Direction
- Copy writing
- Art Direction
- Design Direction
- Creative Team Management
- Brand Guideline Development
- Interviews for video or written content
- Promotional product ideation
- Client/Vendor Relations
- Internal Team Marketing
- Photography and video production
- Storytelling
- Adobe Creative Suite: PS, AI, ID, PR, BR

EXPERIENCE

2018 - Present

Director of Marketing, Ankin Law

Accomplishments:

Hired to differentiate the Ankin Law brand, increase awareness, leads and call volume.

Developed Stickman, an Ankin Law brand mascot, in order to differentiate the firm from its competitors. Stickman represents anyone who can get hurt. He shifts the focus away from the lawyer towards the people the lawyer helps.

Increased call inquiries significantly in the evening hours in 2021. Ankin Law sponsored the 7-Day Weather Forecast on WGN. at 8 and 9P. Weather-related Stickman commercials were broadcast alongside "Let's keep it up" public service mask-wearing announcements. A greater percentage of the overall budget was devoted to OTT or streaming video over the Internet so our message could be viewed on broadcast TV, smart phone, tablet or connected TV. The message resonated and new case inquiries increased by 20% Q1 to Q2.

Implemented a "Howard Ankin is everywhere" strategy layering broadcast TV with targeted cable, streaming online video, outdoor and transit. Sports programming included commercials with athletes such as Javier Baez, Willson Contreras, Alex DaBrincat and Lauri Markkanen. Some athletes have appeared in a video series Chicagoans You Should Know in the firm's online newsletter.

Managed a team who posted on behalf of Ankin Law on Facebook, Twitter, and LinkedIn social media platforms and added Ankin Law to Instagram and managed a monthly newsletter.

Added a Working at Ankin Law page to the website to give readers a peek inside the firm based on the words from attorneys and staff.

Increased 5-Star Google Reviews from 165 in January 2018 to 597 in January 2021. I made a point to speak to as many clients as possible at the end of the process to learn about what they liked or didn't like about the firm and responded to both negative and positive reviews daily.

Pivoted in 2020 to directing and producing commercials in the COVID-19 era. Developed a campaign for the brand based on protecting workers rights and safety. A series of commercials and online videos were produced entirely in-house. Proposed and executed a commercial with a QR code which offered: "Free Ankin Law Masks"

2010 - 2018

Founder and Creative Director, ERC Co.

Boutique branding agency based in Chicago. Clients included Fujifilm, First Eagle Bank, Lurie Children's Hospital, Ankin Law, Streamlinx Software and ANCO Steel

Accomplishments:

Streamlinx

Launched a new software brand in the commercial lighting space. This assignment included product naming, graphic identity, message creation, website design and development, video production and trade-show materials. And it all had to be completed in 120 days for a major industry trade show. Afterward, product demo requests and orders far exceeded expectations.

Lurie's Children's Hospital

Created a fundraising video for Lurie Children's Hospital Annual Fundraiser. Three patients were featured showcasing the extraordinary work being performed at Lurie Children's. The finished piece was played at the fundraiser and the young patients were in attendance. Donations exceeded the goal and surpassed the 800K mark for the first time in Lurie's history.

Temple Shalom of Chicago

Temple Shalom Annual Fundraiser and 150th Anniversary. Member of the visioning committee planning a year-long series of events ending in a gala celebration. Highlights during the year included installing a 40-foot-long museum-quality timeline of temple history, renaming the street in front of the building and organizing a speaking event and book-signing event with Thomas Friedman. Direct involvement included designing the 150th Anniversary logo which leverages brand colors found in Temple Shalom's stained glass. Planned, filmed, and edited a video celebrating the rich history of the Temple.

2002 - 2010

Rhea & Kaiser, Associate Creative Director

Aurora Health Care

Evanston Northwestern Hospital

The American Academy of Dermatology

Pfizer Animal Health

Bayer Crop Science

Nano Guardian

Other advertising brand experience:

1999 - 2002

Publicis and Hal Riney, Chicago

1996 - 1999

J. Walter Thompson, Chicago

1991 - 1996

DMB&B, St. Louis

EDUCATION

Central Michigan University

BA Commercial Art and Photo Journalism

References available upon request