



ERIC VAUGHN

CREATIVE DIRECTOR

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 foundry75.com



ABOUT ME

I have spent the last 15 years learning and developing the skills necessary to create images and video that make people stop and pay attention. Always open to innovative ways to push boundaries, I'm in constant awe of the creators I work with everyday and the ideas they put in front of me.

Work has taken me all over the globe and given me the chance to create for a wide range of brands. MGM Resorts International, electronics giant, Avnet, Las Vegas Tourism, Domino Sugar, Leading Hotels of the World, Pilot Pen, Celebrity Cruises, and Belize Tourism to name just a few. Experience on both the agency and client sides allows me to interact easily and get the best work possible.

In a former life I traveled internationally working as a freelance videographer/photographer, well before it was a sought after lifestyle. I grew up in the outdoors and continue to find my inspiration there. Please don't make me take off my hat.

RECENT EXPERIENCE

CONTENT DIRECTOR

BrightRed-Zimmerman / Tallahassee, FL

2018 - CURRENT

- Charged with executing world-class, content production across digital, website, social media and broadcast projects helping brands connect to consumers through insights-driven storytelling.
- Lead a diverse team of designers, editors, writers, photographers and developers.

ASSOCIATE CONTENT DIRECTOR

R&R Partners / Las Vegas, NV

2016 - 2018

- Works closely with Account Services as a liaison to the Creative Department and helps sell their best marketing solutions to both the account leaders and the client.
- Manages the Visual and Content creators day-to-day operations.
- Act as editor for branded content across owned digital properties, developing and maintaining website editorial content calendars.

- Organize deliverables and develop internal briefs for new content initiatives.

DIGITAL CREATIVE STRATEGIST

R&R Partners / Las Vegas, NV

2014 - 2016

- Create, develop and execute content strategies for clients across multiple channels and disciplines.
- Identify content trends, drawing on my knowledge of copywriting, video and graphic design, social media channel nuances and audience behavior.
- Compile and analyze content performance (both qualitative and quantitative insights) and recommend high level growth opportunities.