

# Eric Slatkin

Creative & Content Strategist · Brand Narrative · Video Production

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## SUMMARY

Creative and content strategist with nearly two decades of experience building brand narratives, content programs, and marketing systems for Fortune 500s and early-stage startups. Background spans creative direction, video production, and content strategy across AI, climate tech, and food systems. Bring a UX sensibility, a data-driven lens, and hands-on production experience to every engagement. Drawn to teams that move fast, take unconventional ideas seriously, and care about more than the next quarter.

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## EXPERIENCE

**Principal · Koan Studio LLC** 2022 – Present

*Solo creative consultancy focused on strategic narrative development, content strategy, go-to-market positioning, and video production. Select engagements:*

**Creative Consultant, Go-to-Market · AI Company (NDA)** 2026 – Present

- Embedded with the go-to-market team at a major AI company, working across positioning, narrative strategy, and content systems.

**Fractional Head of Marketing · Burch Energy** 2022 – Present

- Built brand identity and marketing program from zero for a proptech company in clean energy.
- Designed and launched website, landing pages, and campaign infrastructure — including the campaign for national building performance standards adoption.
- Built CRM pipeline of 100+ qualified leads; drove 60% lift in brand awareness and 2x growth in inbound inquiries in six months.
- Run the CEO's thought leadership program — grew LinkedIn following from 2K to 3.5K with multiple speaking placements.

### Additional Engagements

- Algorand (blockchain / Web3 content strategy), RE.al and Caviar (Web3 brand and content), Reach Agency (creative consulting), and early-stage climate tech startups (brand identity, packaging, go-to-market).

**Director of Content · LIVEKINDLY** 2020 – 2022

- Executive Producer and creative lead on Collective Kitchen, a \$1M+ branded campaign for a global plant-based media brand.
- Scaled social channels to 2M+ organic monthly video views; created the How They Did That explainer series.
- Managed 20+ in-house and freelance producers, videographers, editors, designers, and strategists.
- Built an influencer program of 20+ plant-based creators from scratch; developed and pitched new business through the branded sales pipeline.

## EXPERIENCE (CONTINUED)

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### **Creative Director of Content · Tastemade** 2012 – 2015

- Built Tastemade's branded video practice from scratch — directing and EP'ing series for AB InBev, Bacardi, American Express, Pepsi, and Samsung.
- Created and directed Thirsty For, an original wordless drink series (50+ episodes, 10M+ views) — won a James Beard Award.
- Managed 30+ in-house and freelance creators across editorial and branded content.
- Created and launched Tastemade's premium long-form content subscription program; contributed to UX design, customer research, and testing of the Tastemade iOS app.

### **Co-Founder & Co-Director · Disposable Film Festival** 2008 – 2014

- Founded one of the first shorts festivals to feature films made on phones, pocket cameras, and webcams.
- Grew from a single-night event (100 attendees) to a week-long, 5,000-person festival at the Castro Theatre in San Francisco; filmmakers from 30+ countries.
- Partnered with 826 Valencia to create filmmaking courses for local high school students.

### **Video Producer · CNET** 2006 – 2010

- Director of Photography and Lead Video Editor for all video production — 300+ videos ranging from micro content to documentaries.
- Webby Award recipient; two Daytime Emmy nominations.
- Member of the editorial team writing features, columns, and blog posts.

## SKILLS & TOOLS

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**Strategy:** Content Strategy · Creative Direction · Brand & Identity · Go-to-Market Strategy · Thought Leadership · SEO & Content Marketing · UX Research

**Production:** Video Production & Post · Directing · Editorial · Branded Content · Influencer Programs

**Tools & Tech:** AI + Automation · Generative AI / Prompt Engineering · CRM & Marketing Automation · Adobe Creative Suite · Figma · HubSpot

## HONORS & AWARDS

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**James Beard Award · Webby Award · 2× Daytime Emmy Nomination**

## EDUCATION & CERTIFICATIONS

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B.A., Psychology — The George Washington University

User Experience Design Certificate — General Assembly 2018

Global Climate Reality Leader — IFTF Foresight Essentials