



# Eric Ravenstein

INTEGRATED CREATIVE DIRECTOR

## CURRICULUM VITAE

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### Freelance Creative Director

2018-

Leading teams at agencies and firms large and small. Magnani, CNA, The Art Institute of Chicago and others.

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### SGK – VP, Group Creative Director

2016-2017

Leading an internal creative agency initiative for SGK Chicago. Maintaining and growing their AOR relationship with several clients with print and digital advertising collateral. Streamlining creative output and providing creative over-site for a large team of creative professionals.

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### Wire Stone – Group Creative Director

2013-2015

Working to bring creative leadership and oversight to this already nimble, and talented digital agency. Leading out and building a creative team and creative center for the Chicago office to help support the multiple offices, clients, and disciplines. Leading projects for Cartier, Motorola Mobility, ConAgra (La Choy, P.F.Changs, Alexia, Pam), Carbonite, Carhartt, Juno Lighting Group, Northwestern Medicine, AJG and ChildHungerEndsHere.com

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### mcgarrybowen - Creative Director

2011-2013

Worked closely with traditional teams to activate 360 consideration and social integration. Clients included Sears, Craftsman, Kenmore, Disney, Bud Light, Rust-Oleum, and Kraft. Helped grow 'Agency of the Year' mcgarrybowen's Chicago digital offerings into a complete and maneuverable integrated advertising group. Ideated the social and digital integration for Bud Light's award winning Weego ad, and helped the brand achieve record levels of social activation during Superbowl XLVI.

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### Wunderman/DesignKitchen - Creative Director

2007-2011

Digital CD Between Wunderman and Designkitchen. Creator/Creative Director on ClubBK.com, Burger King kids program.

Led a cooperative, agile, Wunderman and Designkitchen team in initializing and sustaining the ClubBK.com kids program. Created the original story and characters that became the brand facing representatives for Burger King kid's marketing. Led ideation for direct marketing initiatives and mechanics for both moms and kids, as well as implementation of the front end website. Created and implemented game mechanics for an online multiplayer kid's experience: social profile, avatar creator, inventory and economy, mechanics and gameplay. Month to month operations involved interactions with Burger King brand partners (Paramount Pictures, Nickelodeon, Marvel etc.) to integrate their creative into the Club BK universe, creating one-off games and experiences for the partner brands, as well as overall improvements to Club BK. Led creative team in motion-graphics, illustration, POS, front-end design, and game design.

Led Ideation and creative on new business pitches for Sears, MetLife, Oreos, Burger King, NutraSweet, Scotts and Office Depot. Directed creative teams in interactive design, UX and motion for Motorola, Life Fitness, Burger King, BK Racing, Scotts, Legacy, Radio-Info, and Designkitchen.com

## ABOUT

**I'm a Chicago based Integrated Creative Director with over 20 years of experience providing creative leadership, mentorship and telling engaging brand stories to tech savvy audiences.**

## BRANDS

Advil	Kenmore	Orbitz.com
AIG	Kraft	Oreos
ARMY	LifeFitness	Rust-Oleum
Bud Light	MetLife	Schneider Electric
Burger King	Motorola	Scott's
Carhartt	NASCAR	Sony
CNA	Navistar	Sears
ConAgra	Northwestern	TD Ameritrade
Craftsman	Nutra-Sweet	UGP
Disney	Office Depot	US Cellular
Feeding America	Oprah	Wrigley

## EDUCATION

### School Of the Art Institute of Chicago 1997

Art & Technology: Experiential coding, Design, 3D Vis & Fab

### Syracuse University 1995

3D Visualization, Architectural design

## CONTACT

### Portfolio, Awards, Press & more

[www.EricRavenstein.com](http://www.EricRavenstein.com)

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