

# DAVE ULRICH

## Marketing/Advertising Creative Director

Creative Director with more than 16 years of experience doing absolutely whatever it takes. Has worked for some of the world's most iconic brands and is not afraid to take on whoever comes next. Leads and inspires creative teams for projects big and small. Writes, but has a strong sense of visual design. Knows how to manage people and projects to reach customers through storytelling. Creative, empathetic, and kind.

## Experience

AppleTwitterAmazonKiaVanguardCisco+

### Creative Director @ Elephant

2015 – NOW

Worked on many high-profile and highly visible Apple projects in digital, print, and places in between. Of course, I can't say more. Also worked with Twitter to present their brand in a bold, new way. I helped launch a new Comcast product, created a campaign for AWS, worked on Kia, and worked on or pitched many more brands.

GooglePartnersGoogle

### Associate Creative Director @ Epsilon

2013 – 2015

Led the creative team for the Google Partners client as well as conceptualized, wrote and managed projects for other marketing teams at Google. Developed microsites, landing pages, eDMs, animated lifecycle maps, event packages, branding elements, style guides, and even a Chrome extension. Working directly with the client, I was instrumental in launching the Google Partners program.

D-Link

### Sr. Marketing Writer @ D-Link

2011 – 2013

While living in Taiwan, I wrote and conceptualized a variety of marketing and advertising materials including internal and external marketing videos, copy for user manuals and data sheets, UI copy elements, QIGs, and more.

McDonald'sToyota+

### Creative Supervisor/ACD @ Davis Elen

2002 – 2011

Presented ideas, works-in-progress, and finished concepts both internally and to our McDonald's clients. Directed, worked with, and led both copywriters and art directors on projects big and small. Mentored the copywriters, hired freelancers, and worked with editors. All the while, I rolled up my sleeves and created copy for digital/interactive ads, TV & radio spots, print, and outdoor.

ABCWarnerBrothersLuxCWLevi'sDisney+

### Senior Copywriter/ACD/CD @ Freelance

VARIOUS TIMES

Sold concepts, brand solutions, copy, and art direction for companies to movie studios. Known to require no hand-holding and often get called to provide words and/or direction for projects with short schedules and high stakes, or to rescue projects that have gone astray.

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## Education

- :: **University of Missouri-Kansas City** (Theatre/English)
- :: **Grey University** (Internal Advertising Training Program)
- :: **The Bookshop** (Advanced Teams)

Raised in Kansas City and lived in Los Angeles for more than twelve years. Also lived in both Prague and Taiwan, and have visited a variety of countries. While my degree is in Theatre and my training and experience has been Advertising, An avid observer of the humor and branding styles around the world. I've found that life experience has provided more creative inspiration than most of the classes I've taken, and helps provide insight into communicating messages for any business or industry.

## Writing

I believe it's important to keep the mind active outside of the office and keep my writing sharp and my wit wittier.

- :: **Resident playwright** (SkyPilot Theatre Los Angeles)
- :: **2 produced full-length plays** (The Passionates & The Harvey Project)
- :: **2 produced one-act plays** (Repelling Objects & In The Chops)
- :: **Over 40 produced short plays** (20 published in a collection)
- :: **Produced short film** (CONDOR)
- :: **Produced TV shorts for Disney Channel** (Mike's Super Short Show)
- :: **Published monologues** (Various Collections)
- :: **Author of children's book series** (The Adventures of Max & Cheez)

## Awards

- :: **Victors & Spoils Agency** (Pitch Idea Winner)
- :: **McDonald's Creative Marketing** (2 campaigns)
- :: **Oink Ink Radio Dead Radio** (Radio script)