

DAVE ULRICH

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Creative Director with a copywriting and storytelling background in traditional advertising, digital marketing, interactive, B2C, B2B, video, branding, brand guidelines, event marketing, marketing content, brand strategy, education, mentorship, client workshops, and much more

WORK EXPERIENCE

Stellar Elements – Creative Director, Copy

07/2019 – Present

CLIENTS: Subaru » Salesforce » Amazon/AWS » Disney+ » Cisco » AAA » SMBC » and more

Created TV, digital ads, and print for Subaru Asia. Updated and crafted web pages for Salesforce. Helped Disney+ find a voice. Ran client branding workshops, managed a writing team that developed tone of voice, video scripts, site copy, and more for clients.

- Managed creatives while leaning into brand strategy and marketing
- Wrote everything from manifestos and scripts to award-winning web copy

Freelance/Self – Creative Director/ACD/Sr. Copywriter

02/2001 – Present

CLIENTS: Netflix » ABC » Warner Brothers » CW » Disney » and more

Created copy, content, concepts, brand solutions, and more for companies large and small.

- High-performer with no hand-holding required.
- Skilled “fixer” of copy projects gone astray.

Elephant – Creative Director, Copy

09/2015 – 6/2018

CLIENTS: Apple » Twitter » Amazon » Kia » Vanguard » Cisco » and more

Worked on Apple projects in digital, app, and event activation. Partnered with Twitter to reintroduce their brand. Touched most projects in the company and aided sister agencies.

- Displayed versatility in execution as well as leadership
- Specialized in brand building, pitch documents, and resource management

Epsilon – Associate Creative Director

04/2013 – 09/2015

CLIENTS: Google » Google Partners

Helped launch Google Partners and lead the creative team for the client as well as conceptualized, wrote and managed internal, external, and B2B projects across marketing teams at Google.

- Created consumer-facing, B2B, and Google internal comms
- Led both art & copy with direct client partnership

ArtCenter College of Design – Adjunct Instructor

01/2004 – 12/2011

Filled in repeatedly for the contracted instructor of Advertising Creative Direction (off-site). Also filled in for (and replaced) the instructor of Advertising Copywriting (on-site) across two semesters.

Davis Elen Advertising – ACD/Creative Supervisor

04/2002 – 04/2011

CLIENTS: McDonald's » Toyota » Cisco » Ronald McDonald House Charities » and more

Wrote content for video, radio, outdoor, print, digital, interactive, and more. Went from junior copywriter to director level over the course of nine years.

- Presented concepts and work in all stages—both internally and externally
- Mentored copywriters, hired freelancers, and directed executions

EDUCATION

- Bachelor's Degree, University of Missouri, Kansas City (Theater/English)
- Grey University (Internal Advertising Training Program)
- The Bookshop (Advanced Teams)
- Various Managerial Classes & Retreats (Davis Elen / Epsilon / Elephant / projekt202)

WRITING

- Resident playwright (SkyPilot Theatre, Los Angeles)
- Produced full-length plays (3)
- Published full-length plays (2)
- Produced one-act plays (2)
- Produced short plays (40+)
- Published short plays (20 collected)
- Produced short film (1)
- Produced TV shorts for Disney Channel (3)
- Published monologues (2)
- Author of children's book series (1)

AWARDS

- Hermes Platinum Award (Website Overall B2C: Damon: Creative Director/Copywriter)
- Hermes Platinum (TV Ad Campaign: Subaru "He Wins/She Wins": Creative Director)
- Hermes Platinum (Interactive & Social: Subaru (COVID Response): Creative Director)
- Hermes Platinum (TV Ad Campaign: Subaru "Safe Memories": Creative Director)
- Hermes Platinum (Integrated Marketing: Subaru "Proven Safe": Creative Director)
- Webby Silver Award (Consumer Website: Damon: Creative Director/Copywriter)
- GSF Ad Club American Silver (Consumer Website: Damon: CD/Copywriter)
- GSF Ad Club American Bronze (Integrated Campaign: Subaru "Proven Safe": CD)
- Victors & Spoils Agency Award (Pitch Contest Winner: CD/Copywriter)
- McDonald's Creative Marketing Excellence (Product Launch Campaign: ACD/Copywriter)
- McDonald's Creative Marketing Excellence (360 Campaign: Copywriter)
- Oink Ink Radio Dead Radio (Radio: : Copywriter)

“ He's full of compassion, approachable and warm.
A wellspring of creative ideas. When you think
you've thought of everything, Dave offers
a different perspective. ”