

ERIN DEE

CREATIVE DIRECTOR

CONTACT

- 1 646 522 0662
- erin.denniston@me.com
- Los Angeles, CA
- www.erindee.com

EDUCATION

BACHELOR OF SCIENCE TV & FILM PRODUCTION

University of Florida
Magna Cum Laude
2005

AWARDS

CTAM MARK AWARDS

Gold: Mildred Pierce
Gold: Docu Summer Series
Gold: Weight of the Nation

PROMAX BDA

Gold: Mildred Pierce
Silver: All The Way
Silver: Big Love

NEW YORK FESTIVALS

Gold: Boardwalk Empire
Gold: Docu Summer Series
Silver: Hung

TELLY AWARDS

Bronze: Mildred Pierce

PROFILE

Erin Dee Denniston is an award-winning creative executive with over twelve years of experience promoting some of television's best series, miniseries, documentaries, sports and theatricals. She is an effective communicator and strategic thinker who comes armed with excellent interpersonal and organizational skills. Erin is a strong collaborator, a team leader and a consensus builder. She has a proven track record of surpassing clients' expectations by delivering breakthrough creative that is on time and under budget.

PROFESSIONAL EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

HBO | 2015 - Present

Oversee the launch of original series, films and special events. Supervise internal creative teams and external agencies producing on-air and off-channel promotion, conceptual shoots, digital content and DVD extras. Develop strategic marketing goals and ensure they are executed across all video assets. Handle multi-million dollar budget. Work with A-level talent on camera and off screen. Interface and partner with top entertainment executives and serve as pointperson for entire AV campaigns.

SENIOR WRITER PRODUCER

HBO | 2013 - 2014

Conceptualized, pitched and executed major promotional campaigns for original series, miniseries, brand image and documentaries. Served as a liaison between show creators, programmers, executives and agencies when discussing development, direction and delivery of creative work. Collaborated with internal departments on marketing strategy and execution. Supervised a junior staff of producers.

WRITER PRODUCER

HBO | 2010 - 2012

Wrote, produced and edited promotional content for on-air, off-channel and branded platform use. Interviewed talent, supervised promo shoots and oversaw field production. Created both short-form and long-form promotion. Managed budgets, deliverables and deadlines on multiple campaigns simultaneously.

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SKILLS

- Creative Judgement
- Strategic Thinking
- Effective Communicating
- Relationship Building
- Budget Management
- Social Media Savvy
- Video Editing
- Script Writing

INTERESTS

- New York Junior League
- HBO Culture Committee
- Gotham Gators

SOCIAL

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-  erin.dee
-  erin_dee

PROFESSIONAL EXPERIENCE (CONTINUED)

ASSOCIATE PRODUCER

HBO | 2008 - 2009

Wrote, produced and edited promotional content for series, theatricals and sports programming. Supervised edits, audio mixes, voiceover talent and graphic artists. Collaborated in ideation meetings and assembled pitch decks. Trained production assistants in all aspects of post production.

PRODUCTION ASSISTANT

HBO | 2006 - 2007

Wrote, produced and edited continuity promotion for original series and sports. Supervised the finishing of entire department's work, including versioning, creation of graphic tags, voiceover records, and quality control. Produced Next On and Tonight On format elements for all eight Cinemax channels.

CAMPAIGNS

Game of Thrones, Divorce, Crashing, Insecure, Girls, The Jinx, Boardwalk Empire, The Newsroom, All The Way, Confirmation, Mildred Pierce, Nightingale, Real Time with Bill Maher, U2: Innocence + Experience, Big Love, Looking, Hello Ladies, Hung, Entourage, Pete Holmes: Faces & Sounds, Doll & Em, Extras, The Life & Times of Tim, In Treatment, Crossfire Hurricane, The Weight of the Nation, Def Poetry, Boxing After Dark, Real Sports with Bryant Gumbel

REFERENCES

BECCA SCHADER

HBO, VP of Program Marketing

t: 212 512 1773

e: becca.schader@hbo.com

RJ KANE

HBO, VP of Operations

t: 212 512 5864

e: rj.kane@hbo.com

ANTHONY ARMENISE

Buddha Jones, Head of Broadcast

t: 323 962 5100

e: anthonya@buddha-jones.com

AMY BONEZZI

TLC, Executive Producer

t: 917 209 9037

e: amy.bonezzi@gmail.com