

# ERIC SCHUBERT

## COMMUNICATIONS & BRAND STRATEGIST – WRITER – CREATIVE TECHNOLOGIST

### WHAT YOU NEED TO KNOW

- Hybrid practitioner who unites research, theory, strategic thinking, storytelling and design prototyping
- 20+ years experience leading teams, running successful campaigns and providing strategic counsel to CEOs, CMOs and partners
- Subject matter expert in media, generative AI & virtual, augmented and mixed reality
- Strategic, big-picture thinker, futurist and passionate storyteller

### COORDINATES

Los Angeles  
415-939-4366  
ericshubert@me.com

### CORE COMPETENCIES

- Quantitative & qualitative research
- Strategic positioning & messaging
- Content strategy & execution
- Narrative worldbuilding & compelling copy
- 3D modeling, rendering and motion design in Unity, Blender, Cinema 4D, Lens Studio & After Effects

### EDUCATION

**ArtCenter College of Design**  
Pasadena, CA  
MFA, Media Design Practices  
2021–2024

#### CCA

San Francisco, CA  
MFA, Writing  
2005–2007

#### Northwestern University

Evanston, IL  
BS, School of Communication  
1990–1994

### PHILOSOPHY

A well-crafted story is key to informed decision-making within an organization and essential for building trust with partners and customers.

### ETC

- I've raised more than \$12,000 for HIV prevention, research and services in conjunction with racing 4 marathons and an international-distance triathlon.
- Tutor for 826LA, a non-profit organization dedicated to supporting students ages 6 to 18 with creative and expository writing skills.

### EXPERIENCE

#### Ketchum

##### Vice President (Hourly)

May 2022–Present

- Interim Client Director for ExxonMobil (covering maternity leave)
  - » Managed P&L for more than \$2M in annual billings
  - » Oversaw team of 30+, including staffing, training & employee development
  - » Managed IAT for multiple workstreams
  - » Strategic advisor for commercial businesses, including base oils and aviation lubricants
  - » Leveraged design expertise to secure new creative business and solve client problems
- Interim Client Director for Massage Envy (covering maternity leave)
  - » Grew annual billings by 5%
  - » Garnered perfect scores on biannual client evaluation survey
- Strategic advisor to Frito-Lay executive visibility program
  - » Developed talk tracks and messaging for CMO and brand marketing leaders
  - » Key advisor on Web3 and media technologies

#### RXMosaic

##### Vice President (Temporary)

April 2023–September 2023

- Brand Leader for Pfizer RSV Vaccine Launch (Unbranded)
  - » Oversaw the development of patient testimonial video for national sales meeting
  - » Managed IRB process and mentored junior staff

#### Dandy Industries (Self-Run PR Consultancy)

##### PR Strategist, Writer & Designer

May 2000–Present

- **Seismic Marketing**

##### Vice President

January 2013–September 2021

- » Managed strategic media relations programs for Seismic's health & science clients
  - » Managed major business transition — including the appointment of a new CEO — for Helix, landing positive media coverage in the midst of company downsizing
  - » Built DNA Script from an industry unknown to the de facto leader of the nascent enzymatic DNA synthesis market
  - » Managed day-to-day media strategy & led client service for Illumina, landing the company's first key business feature on the launch of the HiSeq X Ten in *Bloomberg Businessweek*
  - » Mentored junior executives on media relations strategy
  - » Generated consistent coverage for science & health care startups in the Illumina Ventures portfolio
  - » Designed specialized service offering & branding targeted to science & health care clients to leverage the agency's expertise & better market itself to scientific entrepreneurs
  - » Drafted compelling contributed content for ad tech clients such as RhythmOne, Criteo & Rocket Fuel, leading to consistent placements in key trades such as *MarketingLand* & *MarTech Today*
  - » Generated comprehensive industry audits & media research, shaping client messaging & new business strategy
  - » Innovated client reporting through at-a-glance information design, providing client executives with powerful visual documentation for showcasing program results
- **Various Clients**
    - » Developed research-study narrative & designed two reports for Cisco's IoT division through 104 West
    - » Managed Southern California media relations program for the opening of the first themed-entertainment micro-amusement park in downtown Los Angeles through 104 West
    - » Managed ongoing media relations program for the RAPID imaging platform for ischemic stroke through Natron Communications
    - » Managed strategic communications programs for DNA2.0 (ATUM) & the International Gene Synthesis Consortium
    - » Spearheaded the creation of the International Gene Synthesis Consortium in order to provide the world's 5 largest gene synthesis companies with a mechanism to guide the conversation on biosecurity regulation; established the consortium & developed & executed a media & public affairs launch

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### EXPERIENCE (CONTINUED)

**Dandy Industries (Continued)**  
PR Strategist, Writer & Designer  
May 2000–Present

- **Various Clients (Continued)**
  - » Developed video concept, story & motion design for DNA2.0
  - » Managed key technology accounts in enterprise software & social media for LaunchSquad, with a special emphasis on staff development, strategic planning & client counsel
  - » Positioned InsideView to grow from relatively unknown to a category leader in the sales intelligence space; worked closely with the company's CMO & management team to develop fresh branding & messaging in conjunction with a successful re-launch of the company
  - » Led a relatively unknown digital advertising company, Pheedo, coverage in both *The Wall Street Journal* & *The New York Times* within the span of a few months
  - » Developed social media strategy for LaunchSquad clients, helping to sign new-media clients for the agency
  - » Pitching, writing, reporting & news tracking for clients of Porter Novelli, including Qualcomm, HP Printer Supplies & HP's Personal Systems Group
  - » Conducted positioning & media outreach for Japanese entertainment & product licensing company, ShoPro Entertainment
  - » Delivered high-profile broadcast opportunities, including a CNN appearance, for Ragdoll's Anne Wood — children's television producer of *Teletubbies* & *Boohbah*» Conceptualized & executed a successful ongoing PR program for start-up diamond manufacturer, Gemesis, including a national broadcast campaign that garnered coverage on every major network & cable news program
  - » Conducted positioning work & media outreach for relief fund to victims of the 2004 tsunami disaster for Give2Asia

### **Global Business Network**

#### Member Services Coordinator

June 1999–May 2000

- » Managed member services, member renewals, new-member inquiries and event logistics, at international, futurist think tank/consulting firm

### **Copithorne & Bellows**

#### Account Coordinator

June 1996–Sept 1997 & June 1998–May 1999

- » Responsible for project management, account administration, client service and content creation at high-tech strategic public relations firm; clients included Hewlett Packard Company (networking, servers) and Xircom (PC Cards)