






# ERIN DENNISTON

CREATIVE EXECUTIVE

## CONTACT

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## EDUCATION

### BACHELOR OF SCIENCE TV & FILM PRODUCTION

University of Florida  
Magna Cum Laude  
2005

## ACHIEVEMENTS

- Clio Winner
- Promax Winner
- Golden Trailer Winner
- Mark Awards Winner

## EXPERTISE

- Creative Marketing
- Strategic Planning
- Integrated Thinking
- Brand Development
- Project Management
- Creative Problem Solving
- Copywriting

## SUMMARY

Erin Denniston is an award-winning creative executive with over 15 years of experience promoting television's best series, miniseries, films, documentaries, specials and sports. 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 expectations by delivering breakthrough creative that builds a robust audience, generates headlines and spreads fan joy. Her goals is to always create impactful, integrated marketing campaigns across all storytelling mediums, including video, print, social, digital, editorial and photo.

## PROFESSIONAL EXPERIENCE

### Senior Director, Global Creative Marketing

WarnerMedia, Los Angeles

April 2020 – Present

Oversee a high-performing integrated creative team responsible for launching global 360 campaigns for HBO and HBO Max series, documentaries and specials. Develop best-in-class creative that drives business results. Partner with key stakeholders across content, regional markets, publicity, product, talent relations, operations to bring campaign brands to life.

### Manager, Global Creative Marketing

Netflix, Los Angeles

September 2019 – March 2020

Develop and execute integrated marketing campaigns for Netflix original series. Oversee the creative execution of 360 campaigns, including marketing assets in broadcast, out-of-home, social, editorial and product. Work with regional partners around the globe to ensure materials resonate in local markets across five continents.

### Manager, Visual Communications

Netflix, Los Angeles

April 2018 – August 2019

Enhance and elevate marketing and publicity campaigns through the curation of bespoke assets – both video and photography. Capture and create impactful editorial content through special video shoots, talent interviews, behind-the-scenes coverage, portrait photography, production stills and special event coverage. Capitalize on a variety of distribution channels to build franchises, generate headlines and create earned media moments.

### Associate Creative Director, Creative Services

HBO, New York

August 2005 – October 2017

Create promotional A/V campaigns for HBO Originals, including series, miniseries, films, docs, specials and sports. Oversee trailers, shoot promos, behind-the-scenes, sit-down interviews, longform creative content, digital and social assets. Partner with editorial agencies, design studios, copywriters, music supervisors, voiceover talent. Manage multimillion dollar budgets and interface with top tier on-screen talent.