

Dave Ulrich

CREATIVE DIRECTOR, COPY

I have nearly fifteen years of experience as an advertising & marketing creative who can generate powerful ideas to solve any challenge. For many of those years I've been leading creative teams and providing inspiration for projects big and small. I come from a writing background, but I also possess a strong sense of visual design and know how to push the work of copywriters and art directors alike. I have an endless reserve of creativity, curiosity, and resourcefulness. No matter what it takes, I'll get it done. I'm @ daveulrich.net

EXPERIENCE

[ASSOCIATE CREATIVE DIRECTOR, ELEPHANT: 2015-PRESENT](#)

Client: Apple

I've worked on a number of projects. That's about as much as I'm allowed to say.

[ASSOCIATE CREATIVE DIRECTOR, EPSILON/SOLUTIONSET: 2013-2015](#)

Client: Google

I led the creative team for the Google Partners client as well as conceptualized, wrote and presented ideas for other marketing teams at Google. I've developed microsites, landing pages, and emails. When asked to tackle unusual projects, I've helped deliver hits like an animated customer lifecycle map, multiple event packages, and even a Chrome extension. Working directly with the client, I was instrumental in building and deploying all of the digital materials to launch the Google Partners program.

[FREELANCE CD/ACD/SR. COPYWRITER, SELF](#)

Clients: ABC Television, CW Network, Levi's Curve, D-Link Corporation, Warner Brothers, Disney Channel, Earthrise Nutritionals, Mental Properties Productions, and more.

I've sold concepts, brand solutions, copy, and art direction for various companies—even motion pictures. I am 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 even rescue projects that have gone astray.

[ACD/CREATIVE SUPERVISOR & SR. COPYWRITER, DAVIS ELEN: 2002-2011](#)

Clients: McDonald's, Toyota, Cisco, Haggen Food & Pharmacy, TOP Foods, One West Bank, Ronald McDonald House Charities, Pala Casino, Alta Dena Dairy, and more.

I was the lead on the McDonald's client presenting ideas, works-in-progress, and finished concepts both internally and to our clients. I directed, worked with, and led both copywriters and art directors on projects big and small. I mentored the copywriters, hired freelancers, and worked with editors. I created and monitored digital projects, and met regularly with producers. All the while, I rolled up my sleeves and also created copy for digital & interactive ads, TV & radio spots, print ads, and outdoor boards. I have conceptualized everything from random ideas for viral promo events to wildly unusual collateral pieces.

[LECTURER, ART CENTER COLLEGE OF DESIGN IN PASADENA: 2005-2011](#)

I became the go-to guy when lecturers of both Copywriting and Art Direction classes were unavailable. I taught classes in both disciplines many times over, gave assignments and earned an offer to become the official backup lecturer... just before I moved away.

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EDUCATION

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

I was raised in Kansas City and lived in Los Angeles for more than twelve years. I have 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, I am also an observer of the humor and branding styles of cultures 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)
- :: [One 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 - Salads & More and Quality Campaigns)
- :: [Oink Ink Radio Dead Radio](#) (Runner-Up)