

# ERIC WOODS

ERICWOODS.TV



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*I am in pursuit of the purest level of creative innovation enabled by the advancement of emerging technologies, the ability to lead creatives, and an eagerness to defy convention. This has been accelerated by my proven ability to connect brands with consumers in innovative new ways.*

## TRAINING

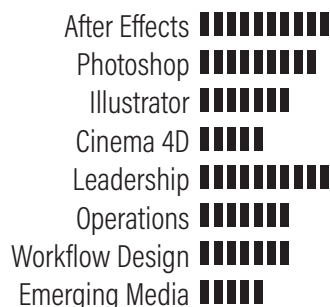
### NBC JUMP TRAINING

*The NBC Talent Lab identifies leaders with the highest potential and instills the most effective practices of NBC leadership.*

### NBC LEAD TRAINING

*Elevated Management training for more senior level managers*

## SKILLS



## AWARDS

### COMCAST CIRCLE OF SUCCESS

*Recognition for innovative initiatives pursuing a Virtual Reality Product Experience*

### NBC EXTRA MILE AWARD

*Recognition program for employees whom go above and beyond.*

### PROMAX BDA GLOBAL EXCELLENCE

*Sports Program Spot or Campaign GOLD WINNER*

### CYNOPSIS SPORTS MEDIA AWARDS

*Integrated Campaign Winner*



Now

2020

2019

2018

2017

2016

2015

2014

2013

2012

2011

2010

2007

2006

## CREATIVE

### COMCAST - Creative Manager Product Experience - 2018-Present

- Experiential design direction for Comcast's product and technology showcase, a state of the art floor of Comcast's CTC dedicated to technology storytelling and immersive events.
- Established the Product Experience (PX) brand and identity for our team dedicated to product storytelling.
- Creative direction, workflow, and content strategy for a launch to live, and on-demand virtual product experience content.

## DIRECTOR

### NBCSports - Director of Promotional Design - 2013-2018

- Hired and assembled a full design team to support all the promotional design needs of NBC Sports. Designed the complete creative workflow, and managed all design responsibilities.
- Directed and produced rebrands and creative campaigns for NBCSports with both internal and external teams.
- Developed in-house capabilities and shifted production budgets from external vendors toward investments in our internal team.
- Audited workflow and implemented time-saving efficiencies derived from collected data.

## PRODUCER

### Graphics Producer - NBC Sports 2010-2012

- Managed production of On-Air Show and Promo Graphics packages for NBC Sports and the NBC Sports Network. This includes the internal graphics needs of many NBC Universal brands.

## DESIGNER

### Motion Graphics Designer - Versus Network 2010

- Designed and Animated on-air promotions as well as edited, updated, and improved existing project files.

### Broadcast Designer - WPHL TV - 2017-2010

- Designed and implemented all graphical elements for on-air media, print advertisements, outdoor and transit campaigns from concept to completion, including all storyboard, 3D, compositing and design components.



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