

ERIC HOUSEKNECHT Creative Director / Art + Copy

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OVERVIEW

Award-winning Creative Director with 15+ years leading standout campaigns across healthcare, consumer, and B2B brands. Proven track record of driving business growth, winning pitches, shaping brand stories, and inspiring high-performing teams. Seeking a senior creative leadership role at a results-driven healthcare agency.

WORK EXPERIENCE

2021 – 2025 | Freelance Creative Director | NEW YORK CITY

Led concept development, art direction, and copywriting for healthcare and consumer brands. Specialized in award-caliber campaigns and successful new business pitches. Developed brand platforms across multi-channel campaigns. Clients: FCB Health, McCann, Revive, Humancare, Grey Health, Napier & Partners, and others.

2020 – 2021 | SVP, Creative Director – McCann Health | NEW YORK CITY

Oversaw creative for Novartis, the agency's largest client. Led a 20-person team across copy, art direction and web design. Drove integrated campaigns, client presentations, and strategic messaging alignment. Mentored junior creatives and contributed to talent recruitment. Clients: Lilly, Johnson & Johnson, Janssen.

2014 – 2020 | Executive Creative Director – Seiden Advertising | NEW YORK CITY

Directed agency-wide creative across TV, print, outdoor, and digital. Partnered with clients on brand strategy, insight development, and campaign execution. Created and launched one of the world's most awarded healthcare campaigns for NewYork-Presbyterian Hospital – named "Most Design-Savvy Super Bowl Ad" by *Fast Company*.

2011 – 2014 | Creative Director – Gyro | NEW YORK CITY

Led creative for consumer, B2B, and nonprofit clients including Forbes, IRC, Lincoln Financial, and Virgin Upper Class. Delivered integrated, award-winning campaigns that boosted agency reputation and talent recruitment.

2008 – 2011 | Deputy Creative Director – Woolley Pau | LONDON, UK

Created high-impact campaigns for healthcare and biotech clients. Produced multi-format deliverables including digital, print, and motion. Directed external photographers, illustrators and animators to ensure creative excellence and brand alignment. Clients: Astellas, Abbott, Sanofi Pasteur, Teva, Pfizer, Roche and others.

2000 – 2008 | Founder + Creative Director – Velocity Guild | PROVENCE, FRANCE

Founded a boutique agency specializing in food brands. Launched Wolfgang Puck's frozen pizza line nationally with new brand identity, packaging, and advertising. Led the rebrand and packaging redesign for Birdseye's 150+ frozen vegetable SKUs. Initiated and developed a kid-friendly line of vegetable dishes made with clean ingredients.

EDUCATION

University of Texas at Austin | B.S. in Communication (Creative Advertising Sequence)

SKILLS

Creative Direction | Concepting | Art Direction & Copywriting | Brand Strategy | Campaign Development
Creative Presentations & Pitch Leadership | Integrated Campaign Thinking | Cross-Channel Storytelling
Team Building & Mentorship | Packaging Design | New Business Development | Healthcare & Pharma Expertise
Adobe CC (Photoshop, InDesign, Illustrator) | Midjourney | AI-Assisted Concept & Visual Development

AWARDS + HONORS

NewYork-Presbyterian TV named "The Most Design-Savvy Super Bowl Commercial" by *Fast Company*
Work accepted into MoMA and Museu do Design (Lisboa) permanent collections
"Best in Show" – OBIEs, PM Awards (UK), Hong Kong 4A's
25+ wins/finalists at Cannes Lions, The One Show, Clio, LIA, Global Awards, and more
Featured in *The New York Times*, *Lürzer's Archive*, *Creative Review*, *Harper's Bazaar*, *Communication Arts*