

# Eric Foster

## Creative Director

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### About me

**As a creative leader:** I pride myself on building strong, well-knit teams. I want to inspire my team to think proactively about the brand and the consumer. I've done things... some were good, some not as good — it's ok to fail if you learn from it and try again.

**As a marketer:** I want to make sure we are delivering well informed, great creative. Getting the right message to the right people at the right time is one thing - but, the end experience is what drives me.

**As a thought leader:** For digital, I believe technology needs to be infused with brand marketing. Technology is only as good as the human experience. Data, without actionable insight, doesn't mean anything. I believe in creative architecture; focusing on the experience, then laddering that into the brand. Creative talent needs to approach the work differently. We need designers who think about UX, copywriters who realize we can turn data into personal experiences and art directors who bridge that brand promise.

**Brands that have asked me to make their logo bigger:**

Verizon, UPS, Nike, NBA, CNN, TNT, TBS, PGA, NASCAR, Delta, Chick-Fil-A, Cisco, Newell Rubbermaid, Porsche, Coke, AMC Theatres, IHG, Kohl's, BB&T, Wells Fargo, Brown Forman, GNG and others.

### Education

// 2001 - 2003

Kent Institute of Art and Design  
Maidstone, England UK  
**BA (Hons) Visual Communication**

// 1997 - 2000

Schoolcraft College  
Livonia, Michigan US  
**Associates of Art, Computer Graphics Technology**

### Experience

// Aug 2015 - July 2017

**Creative Director**  
Moxie

// Sep 2012 - Aug 2015

**Associate Creative Director**  
Enguage / Moxie

// Sep 2013 - Jun 2015

**Instructor / Advisory Board Member**  
The Creative Circus

// Dec 2011 - Sep 2012

**Associate Creative Director**  
Blue Sky

// Oct 2009 - Dec 2011

**Senior Art Director**  
Turner Sports

// Jun 2008 - Jan 2009

**Director of Creativity**  
Origin Data

// Apr 2006 - Jun 2008

**Senior Designer**  
HyperActive Concepts

// Nov 2003 - Apr 2006

**Art Director**  
Lawler Ballard Van Durand