

ERIC PIERACCI

Creative Director | Brand Strategist | Marketing Leader
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PROFESSIONAL SUMMARY

Award-winning Creative Director and Brand Strategist with 25+ years of experience delivering impactful visual storytelling, integrated marketing campaigns, and full-scale brand development across print, digital, and experiential platforms. Specialized in multifamily real estate marketing, property branding, and creative leadership. Known for translating business goals into scalable, design-driven solutions that enhance user experience (UX), increase lead generation, and drive client retention. Expert in art direction, graphic design, content marketing, and cross-functional team management.

CORE COMPETENCIES

- Creative Direction & Art Direction
- Branding & Visual Identity
- Integrated Marketing Campaigns
- UX/UI Design & Digital Experience
- Email Marketing & Social Media Strategy
- Team Leadership & Creative Mentorship
- Ad Platforms - Meta, X, TikTok, Google Ads
- Presentation Design & Pitch Development
- Adobe Creative Cloud (Photoshop, InDesign, Illustrator)
- Figma, Canva, Shopify, WordPress
- Project Management (Asana, Monday, Basecamp)
- AI-Enhanced Design Workflows (HeyGen, ChatGPT)

IMPACT METRICS

Real Estate Lease-Up Success | 38% Faster Occupancy

Directed full branding and marketing for a luxury apartment lease-up in Chicago's Loop. Delivered naming, logo, signage, website, and campaign creative. Achieved 95% occupancy in 6 months—38% faster than forecast.

Process Optimization | +25% Project Efficiency Increase

At Whiskey River Media Co., introduced a streamlined creative workflow using digital tools (Adobe Suite + project management systems) that reduced production errors by 30%, improved project turnaround by 25%, and increased margin by 15%.

Brand Strategy for Developer | \$3M in New Contracts Secured

Led brand identity and investor presentation overhaul for a mid-sized real estate development firm. Campaign secured \$30M in funding and new construction contracts, positioning client as a leader in urban renewal.

Omnichannel Campaign Engagement | +46% YOY Increase

Designed a Global SaaS campaign integrating paid social, video, email, and print. Boosted year-over-year engagement by 46%, increased web traffic by 58%, and qualified lead conversions by 22%.

PROFESSIONAL EXPERIENCE

Whiskey River Media Co. — Creative Director / Principal 2019–Present

- Spearhead creative strategy and multimedia campaigns for lifestyle, ecommerce, and tech brands
- Implement AI-enhanced design processes and audience targeting strategies
- Managed up to 30 active accounts and mentored 10+ junior designers

Vis à Vis Creative Concepts — Senior Design Consultant 2019–2023

- Acted as contract creative lead for real estate and hospitality accounts across the U.S.
- Delivered full-scale rebranding projects, digital campaign assets, and presentation decks

ThinkEP Creative Group — Founder/Creative Director 2010–Present

- Founded and scaled a creative consultancy specializing in multifamily residential real estate marketing
- Led the design and launch of brand ecosystems for 70+ property developments nationwide
- Expert in cross-platform creative, including naming, web design, signage, print collateral, and video

Mauge, Inc. — Graphic Designer > Creative Director 2000–2010

- Directed creative department for one of Chicago's leading real estate marketing agencies
- Delivered award-winning campaigns across B2B, real estate, and luxury lifestyle brands

AWARDS & RECOGNITION

- Pinnacle Print Awards** – Award of Excellence
- Chicagoland Apartment Association** – Multiple Honors
- HBAGC (Sales & Marketing Awards)**– Multiple Wins
- Premier Print Award** – Printing Industries of America

EDUCATION

Arizona State University, Tempe, AZ
Bachelor of Science in Design (B.S.D.)

PORTFOLIO & REFERENCES

Portfolio: www.ericpieracci.com