ERIC PIERACCI

CREATIVE DIRECTOR | BRAND STRATEGY & IDENTITY

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PROFESSIONAL SUMMARY

Creative Director and brand strategist who builds brands that drive revenue, funding, and market position. Has created 100+ brand identities and 500+ campaigns for consumer products, SaaS and tech companies, hospitality groups, and growth-stage businesses. Takes brands from positioning and naming through identity, digital, and launch.

Founder of sister agencies ThinkEP (brand and creative) and Whiskey River Media Co. (digital marketing). Leads multidisciplinary teams of 20 and manages $10M+ in annual client budgets, pairing strategic vision with hands-on craft and AI-accelerated production.

KEY ACHIEVEMENTS

> **200 pre-sales in 30 days** — RIPT Grills. Built the product brand, visual language, and e-commerce website for a new-to-market consumer product, pairing contemporary product photography with custom woodcut illustration. (ThinkEP Creative Group)

> **$30M in funding secured** — Rebuilt brand identity and investor narrative for a national development firm, repositioning it as a category leader and winning new capital and contracts. (ThinkEP Creative Group)

> **+46% YoY engagement, +58% web traffic, +22% qualified leads** — Directed a global SaaS campaign integrating paid social, video, email, and print. (Whiskey River Media Co.)

> **14-brand architecture for a destination** — Sailrock, Turks & Caicos. Created a master brand and 14 sub-brands for hotels, residences, and amenities, with campaigns aimed at a global luxury audience. (ThinkEP Creative Group)

> **19-year brand stewardship of a $4B master brand** — Lakeshore East, Chicago, for Magellan Development. Built and evolved a master brand and family of sub-brands for the largest downtown development in any major U.S. city. (Mauge, Inc. and ThinkEP)

PROFESSIONAL EXPERIENCE

Founder & Creative Director — ThinkEP Creative Group and Whiskey River Media Co.

Chicago, IL · 2010–Present · Sister agencies: ThinkEP (brand strategy and creative, founded 2010) and Whiskey River (digital marketing, launched 2019)

- Built and lead both agencies, directing a team of 20 designers, writers, developers, and freelancers across up to 30 active accounts.
- Oversee $10M+ in annual client budgets and present brand strategy directly to founders, investors, and executive teams.
- **ThinkEP:** Created 100+ brand identities spanning consumer products, hospitality, corporate, education, and real estate, covering positioning, naming, identity systems, packaging, web, environmental graphics, and video.
- **Whiskey River:** Lead digital strategy and paid media (Meta, Google, TikTok, X, LinkedIn) for lifestyle, e-commerce, and tech brands.

- Redesigned Whiskey River's creative workflow and project management system, improving turnaround 25%, cutting production errors 30%, and raising margin 15%.
- Built an AI-assisted concepting and production pipeline that cut concept-to-comp time by 75% and expanded testable campaign variations.
- Mentored 10+ junior designers, all of whom advanced to senior or lead roles.

Senior Design Consultant (Contract) — Vis à Vis Creative Concepts

Chicago, IL · 2019–Present (through ThinkEP Creative Group)

- Serve as contract creative lead for hospitality and commercial accounts across the U.S.
- Deliver full rebrands, digital campaign assets, and pitch decks for SaaS companies, tech brands, and national developers.

Creative Director (promoted from Graphic Designer) — Mauge, Inc.

Chicago, IL · 2000–2010

- Rose to lead the creative department of a leading Chicago marketing agency.
- Led award-winning campaigns across B2B, luxury lifestyle, and residential brands.

CORE COMPETENCIES

Brand Strategy, Positioning & Architecture · Naming & Visual Identity Systems · Product Branding & Go-to-Market Launches · Creative & Art Direction · Integrated & Omnichannel Campaigns · Digital Experience (UX/UI, Web, E-commerce) · Paid Media Strategy (Meta, Google, TikTok, LinkedIn, X) · Team Leadership & Creative Mentorship · Executive & Investor Presentation · AI-Enhanced Creative Production

Tools: Adobe Creative Cloud, Figma, Shopify, WordPress, Asana/Monday, Notion, HeyGen, ChatGPT, Claude, Meta Ads Manager, Google Ads Manager, LinkedIn Ads Manager

AWARDS

- Pinnacle Print Awards — Award of Excellence
- Premier Print Award, Printing Industries of America
- Multiple industry honors (HBAGC, Chicagoland Apartment Association)

EDUCATION

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