

Erin Knitis

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Creative Director, Copy & Content Strategy

Player-coach with all creative roles. Expert across media. Regularly sought out by former colleagues.

Ad agencies & startups

| | | | |
|----------------------|----------------------------|------------------------------------|--------------------------------|
| Cheil Worldwide | Hero | MAX Sports Health | Spike DDB |
| Cowboy | Hogarth Worldwide | Medi Pedi NYC | Source Communications |
| Digital Pulp | Ideas United | Principe di Salina | TBWA \ CHIAT \ DAY |
| Digitas | Lin Health | Publicis | Tinsel |
| Eight Communications | Lyda Fire | Publicis Kaplan Thaler | Tribeca MedSpa |
| Fab.com | Magnet Media | Rauxa | Uproar |
| Hawkfish | Malka Media | Seiden Advertising | |

Brands

| | | | |
|---|--|----------------|---------------------------------------|
| Acuvue Contacts | Cablevision | Humira | Shire Pharmaceuticals |
| Aetna | Citibank | IBM | Sprint |
| Alexian Brothers Hospital System | Crystalens Cataract Replacement Lenses | ING Direct | Subway |
| American Express Brands: Consumer Cards | Eliquis | Jameson | Symbicort |
| OPEN | Emory University | KPMG | Tamiflu |
| One Card | Ethicon Endo Surgery (a J&J Brand) | Kraft | True Colors Fund |
| Platinum & Gold Cards | GameTap | Levitra | Turner Broadband |
| 2006 Tribeca FF | Garnier | Michelin | Sports |
| AmEx Travel | GEMS (Girls Educational & Mentoring Services) | Mike 2020 | Virgin Mobile |
| AMA (American Management Association) | Google Small Business | Mondelez | Visiting Nurse Service of New York |
| Bausch + Lomb | Hair Club | MoneyLion | Walmart |
| | Hasbro Toys | Morgan Stanley | Yale University Art Galleries |
| | Homeaway.com | PayPal | |
| | | Penthouse | |
| | | Pfizer | |
| | | Samsung | |

Some of my key achievements:

- ◆ Managing entire Western Hemisphere copywriting infrastructure dedicated to IBM for Hogarth
- ◆ Overseeing & executing successful advertising on global lines of business for many Fortune 500 brands
- ◆ Creating special product offers, exclusive events, & advertising to bring back \$23B in deposits for Citibank
- ◆ Developing the insights, strategy, & omnichannel ads for Emory University's current 5-year capital campaign, responsible for millions in new contributions
- ◆ Spearheading a Director-level team to rebrand the True Colors Fund (Cyndi Lauper's organization working to end LGBTQ+ youth homelessness) & pro bono work for GEMS (serving women escaping sex trafficking)
- ◆ Hand-picked from hundreds to serve as Creative Lead & Mentor for summer interns' pitch project
- ◆ Successfully pitching more than 20 massive clients, including winning 4 multimillion-dollar omnichannel new biz pitches in a row for Publicis
- ◆ Strategizing & writing all comms & collateral to launch several thriving startups
- ◆ Building relationships with clients, managers, reports, & colleagues that remain strong 2 decades in

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Some tools I rely on to work & manage teams:

Microsoft & Google Office Suites Adobe Creative Suite Slack / Teams / Basecamp / Figma / Miro / Monday

Where & what I learned:

- **The Creative Circus, Atlanta, GA (RIP)**
Advertising Copywriting program. Won gold & silver student advertising awards, & had a crash course in art direction & typography.
 - **Kennesaw State University, Kennesaw, GA**
Earned a B.A. in English with a Communication minor & a spot in the National English Honor Society.
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What else I've been known to do:

- ✓ Continually learn & improve, currently that's AI Prompt Engineering, conversational Spanish & Photoshop 365 Days of Creativity classes
- ✓ Develop a curriculum & provide one-on-one copywriting instruction to junior & aspiring creatives
- ✓ Create AI chatbots, including writing chat flows in brand voices
- ✓ Skate, coach, & captain 2 teams for Suburbia Roller Derby, Westchester County, NY
- ✓ Compete on "[Who Wants to Be a Millionaire](#)"