Eric Hood

Copywriter

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I'm a copywriter. Television commercials, email campaigns, complete rebrands — if it needs words, I've written it. I can match any tone a brand needs. Left to my own devices, the copy runs conversational, often funny, and easy to understand — even when the ideas underneath it are not.

What I Write

Advertising copy · TV and radio scripts · Brand voice and rebrands · Web and landing pages · Email campaigns · Social and blog content · Newsletters · Sales letters · B2B and B2C · Financial and compliance-reviewed copy · Technical writing

Experience

Canvas Credit Union — Contract Copywriter, 2018
Public Service Credit Union became Canvas Credit Union: a $30M rebrand over eight months. I crafted the new voice and writing style — from very conservative to quirky and delightfully offbeat — and wrote across the channels, including the copy that had to survive compliance review.

Freelance Copywriter — 2000–present
Campbell's Soup · Wells Fargo · Blue Bunny Ice Cream · Band-Aid · Zero Motorcycles · Waymo · Boom Technology · Tentrr · Angel Armor · Galvanize · Monarch Casino · Crested Butte · Converse County Libraries · Mexican Consulate Miami · Old Town San Diego

The Integer Group — Freelance Ecommerce Content Copywriter, 2017
Starbucks · Acuvue · Jack Link's · Bissell · Tampax

Family First Life — Independent Agency Owner, 2022–present
I ran an independent insurance agency. The writing never stopped: a 3,900-contact book kept on email and text campaigns I wrote myself — 13 email templates, 36 text presets. (Earlier: Supervising Agent, American Income Life, 2018–2022.)

Screenwriter — 2001–2008
Pitched, wrote, and rewrote screenplays for production companies and studios, and ghostwrote more than a few. My AFI thesis, *The Queen of Spades*, was voted best script in the graduating class. Both scripts live at erichood.net/screenplays.

TBWA\CHIAT\DAY — Senior Editor, 1989–1993 · Contract Editor, 1997–2008
Two stints. I edited commercials and did field research. The contract years were primarily Apple, in a lot of different capacities — editing and supervising post-production on commercials and long-form video. Campaigns: Apple's "Think Different." Eveready's Energizer Bunny. Taco Bell's "Yo quiero Taco Bell." The International Olympic Committee.

Mad River Post — Head of Editorial Satellite, San Francisco, 1993–1997
Ran Mad River Post's San Francisco editorial satellite. Accounts: Got Milk. Nike. Microsoft.

Photography

Published worldwide — magazines, newspapers, catalogs, online, television, OOH and print. Stock with Getty and iStock. These days, contract real-estate media work in Northern Colorado. erichoodphoto.com

Education

American Film Institute — MFA, Screenwriting, 2001 · Anonymous Screenwriters Award
University of Arizona — BA, Journalism, 1988

Portfolios

Copywriting — erichood.net · Editorial reel — youtu.be/4TbakQoYifw · Photography — erichoodphoto.com · Screenplays — erichood.net/screenplays

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