

Eric Roller

Associate Creative Director / Copywriter
EricRoller.com

Hi. I'm Eric. I'm a Copywriter and ACD based in the San Francisco Bay Area. I specialize in coming up with big ideas for brands of all sizes, crafting smart, punchy copy, and delivering both quality and quantity — quickly.

EXPERIENCE

Bonfire Labs (Perma-lance)

Creative Lead, Copywriter

02/21 – present

When you freelance with one place almost exclusively for 3+ years, it deserves its own line. Partnering with the fine folks at BFL, I've helped lead multidisciplinary teams making hundreds of videos and social assets for **Google**, scripted product launch videos for **Okta**, and crafted ads/explainers/demos/openers for **Motorola**, **TheKnot**, **BigCommerce**, **Toast**, and many more.

Freelance

ACD/Copywriter

10/17 – present

In my time freelancing at places like **DDB**, **Salesforce**, **Godfrey Dadich**, and **Born & Bred**, every single one of my jobs has come from a personal referral. I've been lucky enough to get experience in categories like technology, finance, apparel, pharma, construction, and cannabis across a diverse group of clients, including **Cisco**, **Intel**, **iShares**, **Norton**, **TSMC**, and **Lumanu**.

John McNeil Studio

Associate Creative Director

1/17 – 10/17

Senior Copywriter

3/14 – 1/17

At JMS, I dove head-first into the tech space, creating 360° campaigns for **CA Technologies**, **Juniper Networks**, and **Teradata**, videos for **Polycom**, and radio ads for **Nest**. I learned to lead projects, move quickly, and simplify complexity.

 contact@ericroller.com

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MORE EXPERIENCE

Freelance

Copywriter

7/12 – 3/14

I went freelance and honed my skills at places like **G2**, **Rosetta**, and **Cibo Studios** on clients like **Adobe**, **Lenovo**, **Flexjet**, **Seagate**, and **Hoka**. I learned new things, met new people, and got lunch from new Henry's Hunan locations.

Publicis Modem/Riney

Copywriter

7/09 – 6/12

Fresh out of ad school, I landed a job at **Publicis Modem** in San Francisco. A couple of years later, **Modem** and **Riney** joined forces, and I got a new desk upstairs. In my time there, I helped put on a Jane's Addiction concert for **LG Mobile**, made car configurators and rich media for **Scion**, and delivered hundreds (millions?) of webpages, videos, and digital ads for **PayPal**.

EDUCATION

Miami Ad School

Copywriting Portfolio Program

Classes, mentorships, and internships at agencies in Miami, London, Boulder, and San Francisco.

University of Florida

B.S. in Advertising

Minor in Packaging Science (Yes, that's a thing)

Creative Director of the student ad agency

RECOGNITION

I've been honored at **Cannes**, **The One Show**, and the **Webbys**, but I'm most proud of my sketch group being on the front page of **Funny Or Die** (twice).

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