

# Dave Ulrich

Creative Director / Senior Copywriter

San Francisco Bay Area, CA

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## SUMMARY

Award-winning Senior Copywriter and hands-on Creative Director with proven expertise in branding, storytelling, and campaign development across traditional advertising, digital, B2C, B2B, video, and event marketing. Expertise in content strategy, narrative design, mentorship, and strategic brand consultation.

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## EXPERIENCE

### Freelance Senior Copywriter / Creative Director

*Dave Ulrich Works* | Mar 2025 – Present

- Delivers effective creative copy, strategic direction, and brand solutions
- Repairs ineffective content and rescues struggling projects
- Key Clients: Netflix, ABC, Warner Brothers, CW, Disney

### Creative Director / Brand Consultant

*Stellar Elements* | Jul 2019 – Mar 2025

- Guided creative campaigns and led cross-functional teams
- Directed content strategy and copywriting initiatives
- Produced scripts, manifestos, guidelines, and award-winning copy
- Delivered brand, marketing, and innovation strategies for global clients
- Facilitated client workshops and user focus groups
- Key Clients: Subaru, Salesforce, Amazon/AWS, Disney+, AT&T, Cisco, AAA

### Creative Director (Copy)

*Elephant* | Jul 2015 – Jun 2018

- Led writing teams, campaign ideation, and creative execution
- Created strategic and tactical content for key marketing initiatives
- Managed teams both onsite and offsite for Apple projects
- Key Clients: Apple, Twitter, Amazon/AWS, Kia, Vanguard

### Associate Creative Director

*Epsilon* | Apr 2013 – Jul 2015

- Launched Google Partners and developed associated branding and guidelines
- Orchestrated teams creating consumer, B2B, and internal communications
- Key Clients: Google, Google Partners, Google Play, Google Maps

### Senior Copywriter / Associate Creative Director

*Davis Elen Advertising* | Apr 2002 – Feb 2011

- Created and produced content for video, radio, print, digital, and more
  - Directed creative output and maintained brand voice integrity
  - Mentored copywriters and managed freelance resources
  - Key Clients: McDonald's, Toyota, Ronald McDonald House Charities
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## EDUCATION

- Bachelor's Degree, Theatre / English, University of Missouri-Kansas City
- Grey University (Internal Advertising Training Program)
- The Bookshop (Advanced Teams/Bookshop – LA)

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## SKILLS

Creative Direction, Copywriting, Creative Strategy, Branding, Campaign Development, Content Strategy, Narrative Design, Storytelling, Mentorship, Team Collaboration, Advertising Copywriting, Marketing Content Creation, Design Thinking, Scriptwriting, Naming

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## AWARDS

- Hermes Platinum Award (Website Overall B2C: Damon: Creative Director/Copywriter)
  - Hermes Platinum (TV Ad Campaign: Subaru “He Wins/She Wins”: Creative Director)
  - Hermes Platinum (Interactive & Social: Subaru (COVID Response): Creative Director)
  - Hermes Platinum (TV Ad Campaign: Subaru “Safe Memories”: Creative Director)
  - Hermes Platinum (Integrated Marketing: Subaru “Proven Safe”: Creative Director)
  - Webby Silver Award (Consumer Website: Damon: Creative Director/Copywriter)
  - GSF Ad Club American Silver (Consumer Website: Damon: CD/Copywriter)
  - GSF Ad Club American Bronze (Integrated Campaign: Subaru “Proven Safe”: CD)
  - Victors & Spoils Agency Award (Pitch Contest Winner: CD/Copywriter)
  - McDonald's Creative Marketing Excellence (Product Launch Campaign: ACD/Copywriter)
  - McDonald's Creative Marketing Excellence (360 Campaign: Copywriter)
  - Oink Ink Radio Dead Radio (Radio: Copywriter)
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## TEACHING

- ArtCenter College of Design – Creative Direction (Substitute Instructor, 2004–2009)
  - ArtCenter College of Design – Advanced Copywriting (Substitute Instructor, 2010–2011)
  - University of San Francisco – Advanced Copywriting (Adjunct Professor, 2024)
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## WRITING

- Resident playwright (SkyPilot Theatre, Los Angeles)
  - Produced full-length plays (3)
  - Published full-length plays (2)
  - Produced one-act plays (2)
  - Produced short plays (40+)
  - Published short plays (20 collected)
  - Produced short film (1)
  - Produced TV shorts for Disney Channel (3)
  - Published monologues (2)
  - Published children's book (1)
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## TESTIMONIAL

“Working with Dave has been an absolute pleasure. He stands out as a truly creative leader who approaches projects with a clear sense of intent, strategy, and compassion for the teams he leads. His ability to blend strategic thinking with creative vision makes him an invaluable asset, and you would be lucky to have him on your team.” – Design Leader, Stellar Elements

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*References available upon request*