

ERIC DAY

CREATIVE PRODUCER

760.535.2582

eric.michael.day@gmail.com

LinkedIn: [ericmday](#) • [ericday.me/portfolio](#)

Emmy Award-winning producer operating at the intersection of technology and storytelling. At Meta, I led a R&D content team building future-forward products & experiences for Meta's family of apps, the Metaverse, prototype hardware, VR, AR, Web3, AI, and WebXR. At RYOT, Verizon's next-gen content studio, early access to 5G technology gave me a unique skillset having led the full life cycle of innovation-driven projects across emerging formats for Verizon's expansive list of brand partnerships.

CREATIVE SHOP LABS PRODUCER – META

May 2022 – Present

Led development and consulted on 20+ technology projects with Dentsu, Accenture, Universal, Hyundai, and Pepsi

EXECUTIVE PRODUCER – RYOT (formerly VERIZON MEDIA)

Sept 2021 – May 2022

Drive ideation through execution on cutting edge, award-winning, first-to-market projects for the biggest global brands including the Walt Disney Company, Verizon, NFL, P&G, Walmart, HBO, Honda, and Epic.

- Crafted end-to-end production workflow for a 5mil+ dollar project slate used by cross-functional teams on big-budget content spanning linear series, Unreal virtual productions, immersive activations, MoCap, VolCap, AR, VR, Web, and 5G projects

EXECUTIVE PRODUCER – EPIC, CUBIC MOTION, AND ANONYMOUS CONTENT

Feb 2020 – July 2022

Secured Epic MegaGrant for an Unreal real-time virtual production and produced all motion capture & animation

SUPERVISING PRODUCER – RYOT (formerly VERIZON MEDIA)

Mar 2020 – Sept 2021

- Generated 2.5mil+ in new ad buy revenue by directing strategy and global launch of Verizon Media's WebAR-focused product offering, packaging creative, tools, and process to enable international market sales teams
- Assembled deep network of vendors, engineers, and artists to build the production backbone of Verizon Media WebAR ads and editorial experiences to 3x AR content consumption across tens of millions MAUs
- Executive produced Primetime Emmy-winning custom Oculus Quest experience "The Messy Truth in VR" starring Academy Award-winner Brie Larson in partnership with Van Jones' Magic Lab Media
- Strengthened Verizon Media's innovation partnership with NYFW by leading creative development and execution on flagship projects like the multi-platform virtual fashion show Electric City

SENIOR PRODUCER – RYOT (formerly VERIZON MEDIA)

Sept 2016 – Mar 2020

Owned end-to-end production on 30+ projects exceeding \$7M in annual revenues. Led development, scoping, and presentation for all third party sales opportunities and content partnerships across RYOT & Yahoo teams.

- Produced award-winning activation "Star Wars: 5G Sith Trooper" at Rise of Skywalker premiere featuring innovative 5G-streamed real-time MoCap and broadcast AR all developed in Unreal (US Patent #11100695). Led partnerships with Disney StudiLab, ILMxLab, Verizon marketing & project teams
- Designed, developed, and coded customized, live-collaboration budgeting tool to streamline scoping and created production & creative templates, reducing RFP turnaround time by 40% for Verizon's brand partners

FREELANCE COMMERCIAL PRODUCER & SUPERVISOR

Aug 2011 – Sept 2016

EDUCATION & SKILLS

CHAPMAN UNIVERSITY, B.F.A. Film Production
Dodge College of Film & Media Arts

Photoshop • Premiere • InDesign • Office • Jira • G-Suite • Final Draft
KNOWLEDGE IN: Unreal • Unity • Blender • Figma • HTML/CSS