

Erik Candiani

Marketing & Creative Director

Profile

I'm a creative leader who builds things that work — campaigns, teams, and ideas that earn attention across every screen and platform. With 17 Emmys and a career spanning some of the biggest media markets in the country, I've learned that great creative isn't about the medium — it's about the instinct. I think like an engineer, lead like a coach, and I've never believed in managing from the sidelines. Whether it's a brand launch, a content strategy, or figuring out how AI fits into a creative workflow without killing the soul of it, I bring genuine passion to whatever's in front of me.

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Creative Direction & Brand Identity

Multiplatform Campaign Development

AI-Integrated Content Production

Team Leadership & Talent Development

Digital, Social & OOH Advertising

Motion & Video Production

Strategic Marketing & Audience Growth

Adobe Creative Suite & Emerging Tools

Work Experience

NBC (KXAN) · Austin, TX · 2024 – Present *Director of Creative Brand & Marketing*

The #1 station in Central Texas didn't settle — and neither did the approach. Nexstar returned to the same creative leader who launched Queen City News in Charlotte, this time, I was tasked to elevate Austin's dominant NBC affiliate. Transformed the brand identity and creative output across KXAN, KBVO, and KNVA, integrating AI-driven production tools into the workflow and building a department positioned to compete at network levels.

Key Accomplishments:

- Modernized the visual identity of a legacy station — refining the logo and overhauling the graphics system to honor what the brand had earned while positioning it for what comes next.
- Elevated the creative marketing and guided the entire creative team to their first Emmy win in the first year of leadership, while delivering KXAN's first-ever national GEMA award — placing the station alongside the country's top network and major market competitors.
- Led a creative operation recognized multiple times by national industry publications for work that redefined what local television marketing could look like.

CBS Los Angeles (KCAL) · Los Angeles, CA · 2022 – 2024 *Director of Brand Strategy & Creative Management*

Tapped by CBS/Paramount executives to lead one of the more complex recent rebrands in local television — merging two legacy LA market stations into a unified brand identity. Launched a full integrated marketing and brand strategy within three months of arrival. Negotiated directly with three unions and built the station's first in-house content production department from scratch, delivering inaugural image, branding, and outdoor campaigns without outside agency support.

Key Accomplishments

- Retired CBS local news branding and channel identifiers across both stations — a high-stakes, market-facing decision executed without audience disruption or ratings loss.
- Rebuilt and re-energized the creative marketing team, expanding roles, developing multi-skilled talent, and establishing a sustainable in-house production model.
- Oversaw a \$3M+ annual department budget, aligning spend with strategic brand priorities.

FOX Charlotte / Queen City News · Charlotte, NC · 2021 – 2022 *Director of Marketing & Creative Services*

Brought in by Nexstar Corporate with a mandate: complete and launch a major market rebrand in Charlotte. Challenged the strategic direction already in motion, conducted original audience and market research, and rebuilt the brand identity from the ground up — delivering a new logo, multi-platform campaign, and comprehensive outdoor rollout on schedule in January 2022.

Key Accomplishments:

- Executed a full top-to-bottom rebrand, transforming FOX 46 into Queen City News across all platforms and audience touch points.
- Produced an award-winning custom music package in collaboration with Stephen Arnold Music.
- Secured the station's first exclusive long-term broadcast partnership with the NFL's Carolina Panthers, expanding revenue and audience reach.

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Video Production,
Post & Technology
College Instructor at
The Art Institute of California
&
Portland Community College

United States Marine Corps
Senior Motion Picture Combat
Camera Specialist

NBC (WWBT) / CW Richmond · Richmond, VA · 2017 – 2021

Director of Marketing & Creative Services

Richmond's #1 heritage station was losing ground — and needed someone who'd been in bigger fights. Elevated the creative and integrated marketing operation, reversed the ratings trajectory through repositioned brand strategy, and navigated an ownership transition, significant staff reductions, dual anchor changes, and a global pandemic without breaking stride. Managed Commercial Production.

Key Accomplishments:

- Conceived and led Richmond's first-ever cross-station marketing initiative, uniting all four competing stations in a single community-driven campaign.
- Managed the seamless on-air talent transition replacing a 40-year market institution — with no ratings loss.
- Delivered the station's first-ever Promax wins (8 awards) and first AP Marketing awards (6 awards), establishing a culture of nationally recognized creative excellence.

FOX (KTVU) / KTVU Plus · San Francisco, CA · 2015 – 2017

Vice President of Marketing & Creative Services

The Bay Area's most-trusted news source wanted the best. Led a 16-person marketing and content production team, managed a seven-figure outdoor media budget, drove a full brand refresh, and executed multi-platform campaigns across on-air, digital, and social to defend and extend market leadership. Created a national Page Six campaign and produced a new music package adopted across FOX O&Os.

Key Accomplishments:

- Launched a new 11pm newscast with a fully integrated, multi-platform marketing campaign — debuted at #1.
- Grew social audience 25% year-over-year, contributing to a 33% market share position.

NBC (KARE 11) · Minneapolis, MN · 2013 – 2015

Director of Marketing & Creative Services

At the market's dominant NBC affiliate, the brand needed to evolve. Connected with a diverse and growing audience across on-air, digital, and social platforms — while earning a seat on NBC's Regional Marketing Council representing Region 5. Managed off-channel media budget and full media-buying agency operations.

Key Accomplishments:

- Developed and produced the national launch campaign for Gannett's high-profile rebranding as TEGNA — a corporate brand identity rollout executed across multiple markets.
- Produced "Outnumber Hunger" — a major integrated promotional campaign in partnership with General Mills and Reba McEntire, driving both audience engagement and community impact.

FOX (KDVR) / CW (KWGN) · Denver, CO · 2010 – 2013

Vice President of Marketing & Creative Services

Denver's Fox flagship was broken. Came in to fix it — executing a complete brand strategy and creative services overhaul across all operations, staffing, outside media, and budget.

Key Accomplishments:

- Rebranded the station top-to-bottom, moving it from last in market to Best Newscast in under two years — earning best graphics recognition alongside Addy & Emmy awards.

KTLA · Los Angeles, CA · 2009 – 2010 · *Creative Manager / Senior Producer*

CBS (KQVR) / CW (KMAX) · Sacramento, CA · 2006 – 2009 · *Senior Promotions Producer / Editor*