



# Hello, I'm Erick Rhodes.

## Background

Culturally versatile Brand Strategist/Creative Director with over 20 years of experience in creating successful branding initiatives in diverse Pan-Asian economies. Experience in growing lifestyle brands, financial media, and entertainment businesses organically, while driving market share and revenue growth.

Extensive expertise in investor and media relations, in making rapid new opportunity assessments, and deploying transformative brand experiences in technology and design. Expertise in guiding brands to successful IPOs, and private placements, with transactions amounting to over USD \$1.5B.

Award-winning commercial photographer with extensive technical expertise. Experience in leading large scale productions in advertising, editorial, and commercial campaigns globally, with work being featured in national and international publications.

## Achievements Include

Oversaw 4 successful IPOs on the Nikkei, NYSE Euronext, and NASDAQ exchanges, as well as multiple private placements with transactions amounting to over USD \$1.5B.

Awarded rights to design and produce main opening title sequence for the Beijing Summer Olympics 2008 and Vancouver Winter Olympics 2010 on China Central Television (CCTV).

Designed an AI-enabled fitness software platform, which ran for over 14 years in Japan, generating over USD \$38M in annual revenues, leading to the formation of an American start-up and USD \$15M IPO on NASDAQ.



## Let's get to know each other.

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# Erick Rhodes

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**Get in touch.**

## Education

### **BA, Political Science & International Relations**

University of Hawaii, Manoa

Attended on a full-ride swimming scholarship.

## Key Skills

Brand Strategy, Visual Identity, & Creative Direction · Written & Visual Storytelling · Content Strategy, Market Analysis & Positioning · Corporate Communications, Investor & Media Relations · Digital, Social Media Strategy & Advertising Campaigns · Advertising & Editorial Photography

## Languages

English ●●●●●●●●●●

Japanese ●●●●●●●●○○

## Miscellaneous

**Nationality:** Bi-Racial Asian-American (Japanese, Swedish)

**Technical Skills:** Adobe Photoshop, In-Design, Illustrator, Lightroom, Salesforce CRM backend development, MS Office Suite, PERT & GANTT Software

**Availability:** Immediate

## Experience /01

### **2008 – Present**

#### **Creative Director / METERA Branding, Beijing & Hawaii**

METERA was founded after XFMEDIA's successful USD \$371M IPO on NASDAQ in 2007.

Orchestrate strategic branding, investor relations, corporate communications, and marketing campaigns for businesses in Pan-Asian economies. Specialize in guiding clients to successful IPOs, private placements, and acquisition with transactions amounting to over USD \$1.1B.

Create transformative brand experiences and immersive content that intersects technology and design. Refine client investor stories to increase the value of a client's intangible assets.

#### **Significant IPO & Investment Branding Projects**

- Yooee Entertainment Technology: Chinese gaming and social media software developer - USD \$60M private placement
- VestAsia: China's premier boutique investment banking firm - USD \$30M IPO on NYSE Euronext Paris
- Minghe Media: China's first fully integrated media company - USD \$40M private placement
- CSPS Clean Energy: China's environmentally safe energy provider - USD \$15M private placement
- WYSE Technology: U.S. manufacturer of cloud computing systems - USD \$600M acquisition by Dell

#### **Significant Brand Experience & Content Creation Projects**

- Designed and produced award-winning opening title sequence for China Central Television's (CCTV) programming for Beijing Summer Olympics 2008. The opening sequence ran across all nationwide channels. Produced motion graphics that were rendered on all jumbotrons and display systems throughout all Olympic venues. Awarded rights to the design opening title sequence for Vancouver Winter Olympics 2010 for CCTV.
- Other distinguished clients include Shiseido, Formula 1, Sony Group, Johnnie Walker, The Wall Street Journal, Bloomberg, New York Times, FujiTV, NFL China, and NBA China.

### **2002 – Present**

#### **Photographer / ERICK Rhodes Photography, Hawaii**

Photograph award-winning social, editorial, and commercial campaigns in Tokyo, Hong Kong, Greater China, South East Asia, Europe, and North America. Work featured in national and international publications.

#### **Significant Achievements**

Led commercial projects for international clientele, including Harry Winston, Four Seasons, and the New York Times with budgets currently totaling over USD \$2.2M.

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Japanese ●●●●●●●○○○

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**Availability:** Immediate

## Experience /02

### 2005 – 2008

#### Managing Director - Strategic Branding / XFMedia, Shanghai

XFMedia is China's leading diversified financial and entertainment media company, with distribution channels in satellite television, nationwide radio, financial newspapers, and magazines. XFMedia is valued at USD \$1.5B.

- Established and grew the creative and comms teams from scratch, spearheading strategic branding initiatives, unifying all brand touch-points, overseeing corporate communications, and developing SOX compliant IR collateral leading up to a USD \$371M IPO on NASDAQ in 2007.
- Drove the creation of XFMedia's logo mark, brand playbook, key messages, investor story, pitch decks, IPO vision reel, launch event designs, advertising campaigns, and website development. Conducted brand audits, and oversaw Beijing HQ office designs.
- Created a unified brand language of all newly acquired subsidiaries, collaborating with the Board of Directors and key investors to achieve buy-in to an aligned corporate brand vision.

#### Significant Achievements

- Helped lead XFMedia to one of the largest IPOs of 2007 worth USD \$371M on NASDAQ within 15 months. Became one of the first Chinese media companies to be listed on the US-based exchange.
- Streamlined parent company's group of 20 subsidiaries in Shanghai, Beijing, Hong Kong, Taipei, New York, and London into a single cohesive entity, overcoming cultural resistance to change.
- Helped grow business from under 10 employees to over 2.5K worldwide within 3 years.

### 2000 – 2002

#### Senior Vice President - Corp Comms / Xinhua Finance, Hong Kong

Xinhua is a content provider for financial institutions via its core divisions: Indices, Ratings, Financial News, and Investor Relations. The firm has 1.5K employees across 28 offices globally, and annual revenues of USD \$110M.

- Oversaw and directed all corporate brand strategies for Xinhua at its inception through its Nikkei IPO. Unified and localized the company's brand voice across Greater China and Japan.
- Led development of all press related talking points, organization of all global press interviews, writing of all press releases, media training of senior executives, and organizing all corporate media events including company's bell-ringing ceremony at the NYSE with FTSE London.

#### Significant Achievements

- Helped lead Xinhua to become the first Mainland China company to list on the Nikkei Stock Exchange, raising USD \$30M in IPO.
- Acted as company spokesperson for all events including bridging cultural gaps through strategic collaborations, relationship building with key stakeholders, and investors.

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## Key Skills

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## Miscellaneous

**Nationality:** Bi-Racial Asian-American (Japanese, Swedish)

**Technical Skills:** Adobe Photoshop, In-Design, Illustrator, Lightroom, Salesforce CRM backend development, MS Office Suite, PERT & GANTT Software

**Availability:** Immediate

## Experience /03

**1986 – 2000**

**Director - Business Development / Nautilus Group Japan, Tokyo Japan**

Nautilus is a leading marketing, distribution, licensing, and technology company specializing in fitness, sports, wellness, and healthcare-related products and services in Japan.

- One of 3 core team members at the company's inauguration. Led all business, marketing, and brand development, including the establishment of the Nautilus Academy in Tokyo. Increased market share from under 4% to over 33% within 2 years.

### Significant Achievements

- Led software development team and launch of the Expert Instructor System (EIS), an AI software technology that tracked and prescribed personalized workouts for members of Nautilus' chain of franchised fitness clubs. The system eventually became the company's key financial driver
- Generated over USD \$38M annual revenues from the EIS software platform, which ran for over 14 years in Japan.
- Wrote development specifications on how EIS would work in U.S. corporate fitness and wellness markets, leading to the formation of a start-up's adoption of the EIS platform. Startup filed for IPO within 17 months, raising USD \$15M IPO on NASDAQ in 1996.

# Eric Rhodes

August 08, 2020

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**Get in touch.**

## re: Creative Director, SEA Business Marketing Position

Dear TikTok Recruitment Team,

It is with great enthusiasm that I submit my application for the position of Creative Director, SEA Business Marketing at TikTok. My 20-year leadership and professional expertise runs deep in the creative and strategic branding space, with concrete results in Asia.

I've grown successful lifestyle brands, financial media, entertainment, and creative businesses in China, Japan, and the U.S. organically, while driving market share and revenue growth. I've been able to leverage on my aptitude for making new opportunity assessments across various media platforms to guide brands to successful IPOs, private placements, and acquisitions valued at USD \$1.5B.

I have been following TikTok's rise to global prominence. The energy behind TikTok's global expansion has rekindled my strong desire to part of a dynamic team that celebrates creative expression and stays ahead of the game. My strong creative and branding leadership for a diverse range of global brands in agile environments, coupled with my experience in bridging cultural gaps through strategic collaborations, will allow me to contribute effectively to the team at TikTok.

I am thrilled at the possibility of being part of TikTok and would love the opportunity to meet with you and discuss the value that I can bring. I appreciate your time and consideration, and I look forward to hearing from you. Please feel free to contact me at any time via mobile at +65 3138 3848 or by email at [erhodes@me.com](mailto:erhodes@me.com).

Sincerely,

*Eric Rhodes*

Eric Rhodes  
Creative Director

# Hello, I'm Eric Rhodes.

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**Let's get to know each other.**

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123 Street Name / City Name, State

your.email@example.com  
+00 123 456789  
123 Street Name  
City Name, State

**Get in touch.**

# Eric Rhodes

## Education

2008 – 2013

### Name of Degree

Institution, City Name

2005 – 2008

### Name of Degree

Institution, City Name

## Expertise

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## Certifications

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## Languages

English ●●●●●●●●●●  
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## Experience

2019 – present / Company Name / City Name

### Position or Title

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2018 – 2019 / Company Name / City Name

### Position or Title

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2016 – 2018 / Company Name / City Name

### Position or Title

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2014 – 2016 / Company Name / City Name

### Position or Title

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+00 123 456789  
123 Street Name  
City Name, State

**Get in touch.**

# Eric Rhodes

## Other

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## Interests

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## Experience continued

*2013 – 2014 / Company Name / City Name*

### Position or Title

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## References

*2019 / Company Name / City*

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*2017 / Company Name / City*

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*2016 / Company Name | City*

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your.email@example.com  
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123 Street Name  
City Name, State

**Get in touch.**

# Eric Rhodes

Mr. Brown  
Company Name  
Recipient Street Name  
Recipient City, State

March | 16 | 20XX

## Advertised Position

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Sincerely,

*Patricia Smith*

Eric Rhodes