# Eric Camardelle

Brand and communications strategist, New Orleans

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## Selected clients

Sports and entertainment
NFL
New Orleans Pelicans
Herschend (Dollywood, Silver Dollar City)

Leisure and attractions
The National WWII Museum
Kennedy Space Center Visitor Complex
Delaware North Parks & Resorts

Destinations
Coastal Mississippi
Petoskey Area
Explore Asheville
St. Augustine & Ponte Vedra
Arlington, TX

Consumer brands
Quantum Fiber
McCormick
Zatarain's
Faubourg Brewing Co.
Hancock Whitney
Grocery Outlet

## Recognition

Marketing Strategist of the Year,
AAF New Orleans, 2022

Board member and Digital Chair,
AAF New Orleans (former)

## Writing

**The Future of Travel: Moments of Change**
PETERMAYER, 2023

**How to Tell a Joyful Story Across the Traveller's Journey**
LBB Online, 2024

**How Joy Turns Fans Into Brand Superfans**
Brand Joy Lab, 2025 (co-author)

**Crafting Optimism: 15 Trends for a More Joyful 2025**
Brand Joy Lab, 2024 (co-author)

## Experience

**Ronin Creative Co.** 2026–present
Strategy Director
Strategy for a freelance collective of creative directors, writers and designers.

**PETERMAYER, New Orleans** 2015–2026

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|---|---|
| Senior Brand & Communications Strategist | 2024–2026 |
| Senior Brand Strategist | 2021–2024 |
| Brand Strategist | 2019–2021 |
| Associate Strategist | 2017–2018 |
| Digital Campaign Manager | 2016–2017 |
| Associate Digital Campaign Manager | 2015–2016 |

**Led brand and communications strategy from the first brief to the work in market.** Wrote brand platforms, names and briefs, then carried them through concepting, production and rollout alongside creative, account and leadership teams. Over 11 years, worked on more than 25 brands.

**Turned strategy into growth clients could measure, lifting sales, ticket revenue and attendance.** That work earned national press, a Gold Adrian from HSMAI and 15+ ADDY Awards, including Best of Show.

**Called on for the agency's biggest moments: new-business pitches, master decks, creative reviews and brainstorms.** Wrote pitch strategy that won new accounts and shaped the story each deck told. In concepting and reviews, generated ideas and held the work to the brief and the client's goals.

**Built the agency's communications planning discipline and turned it into a service clients paid for.** Wrote the frameworks and trained the strategy and media teams, drawing on a background in media planning. Later led it as the Communications Division.

**Started Roux, a cultural journalism practice inside PETERMAYER, and led the team behind it.** Turned what staff noticed into curated, published thinking for pitches, client work and thought leadership. On campaigns, built the work with culture bearers and community groups as partners.

**Designed and ran brand and purpose workshops of every size, for clients and for PETERMAYER's own rebrand.** Wrote a large share of the agency's IP, including its points of view and published research.

**Created and led programs that developed people and culture at PETERMAYER.** Ran an eight-week strategy internship for two years and mentored younger colleagues one on one. Launched an internal speaker series and a staff morale program. Guest lectured at Tulane, Loyola and the University of New Orleans.

## Education

**Louisiana State University**
B.A., Mass Communication (Digital Advertising Strategy), minor in Film
District champion and fourth in the nation at the National Student Advertising Competition, as the team's media strategist