

Edward Einhorn.

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Ridgewood, Queens · NY

Senior Creative & Production Leader | Sports, Entertainment & Brand Campaigns

PROFILE

Senior creative and production leader with **20+ years** building campaign video, branded content, and promos across sports, television, and entertainment. Former **HBO Associate Creative Director** and hands-on editor who now builds creative teams, production systems, and high-volume content engines. At **LIV Golf**, built and lead the Promotional Video pillar inside the league's in-house Creative Studio.

EXPERIENCE

LIV Golf

Jan 2025 – Present

Senior Director, Promo & Marketing

- Built and lead the Promotional Video pillar inside LIV Golf's in-house Creative Studio, designing the team, creative standards, brand toolkits for ticketing and tune-in, vendor network, and remote post-production workflow supporting a **14-event global season** across 10 countries and 5 continents.
- Lead and direct a core creative team of producers, editors, motion designers, and freelance specialists, setting creative direction, production standards, and editorial vision from brief through delivery.
- Guide branded video creative across campaign development, talent direction, editorial, and finishing, distributed through paid and organic social, broadcast, digital, partner, and OOH channels.
- Partner with **performance marketing** to produce ad variants at speed, read test results, and iterate on paid creative — sharpening ticketing and tune-in campaigns against real metrics.
- Scaled a high-volume creative operation delivering **1,000+ video assets per season** across league, team, broadcast, marketing, and partner needs — through a record-growth period marked by record-breaking event attendance and viewership growth.
- Partner with **FOX Sports** and international broadcasters (**DAZN, TNT, Movistar Plus, Seven Network / 7plus**) on tune-in and brand campaigns across domestic and international markets.

LIV Golf

Sept 2023 – Dec 2024

Senior Producer, Promo & Marketing

- Established LIV Golf's promotional video infrastructure from the ground up, including team structure, edit workflows, vendor network, and creative standards supporting the league, its 14 teams, and a 14-event global season.
- Directed live-event field production end-to-end, from multi-camera athlete and fan interviews to on-course and sideline capture and supplemental B-roll, managing crews, gear, and on-site logistics through pre-production, editorial, and delivery.

HBO · Showtime · A+E

2020 – 2023

Freelance Creative Editor

- Edited and produced promotional content, branded features, and campaign assets for **HBO, Showtime, and A+E** across original series, documentary, and brand programming.
- Worked independently across multiple simultaneous clients, delivering broadcast, digital, and social assets to network creative standards on tight timelines.

2021 HGTV *Hot Mess House, Season 2* · Editor

2021 VH-1 *Love & Hip Hop: Family Reunion, S2* · Editor

2020 A+E *Barrett Jackson: Revved Up Las Vegas* · Editor

Associate Creative Director, Creative Services

- Led AV creative development for premium HBO campaigns across trailers, TV spots, EPKs, shoot promos, episodics, and social content for titles including **Game of Thrones, The Deuce, The Defiant Ones, Big Little Lies, Sharp Objects, Silicon Valley,** and **Sesame Street.**
- Developed and pitched creative treatments, translating editorial vision and brand strategy into integrated multi-platform campaigns across broadcast, digital, social, and OTT.
- Contributed to **Clio-recognized** campaign work while managing external production partners, budgets, and timelines.

CLICK3x / Refinery / Redcar

2011 – 2017 · NYC

Senior Editor

- Cut commercials, branded content, promos, and campaign videos for agency and brand clients across entertainment, consumer, and lifestyle categories.
- Delivered work for leading agencies including **BBDO, Droga5, Translation, Publicis, Mischief, Havas,** and **Grey,** on brands including **Tumi, Volvo, Ford, NBA, ESPN, PUMA, Adidas,** and **Samsung.**

EXPERTISE

- o Creative Direction
- o Campaign Strategy
- o Brand & Content Development
- o Performance Marketing Creative
- o Creative Toolkits & Systems
- o Creative Production Leadership
- o Team / Vendor Leadership
- o On-Set & Talent Direction

PLATFORMS & AI**WORKFLOW**

Adobe Creative Cloud · Avid · Frame.io · LucidLink · Iconik · Lytho · Slack · GCP

AI / EMERGING

Runway · Midjourney · ElevenLabs · ChatGPT · Claude · Claude Code · Codex

EDUCATION**BFA, Art Media Studies**

Syracuse University