

Erik Blair

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Professional Specialties

Writing, Directing, Educating, Narrative Design, Immersive Theatrical Production, Story Consultation, Published Critical Reviews, Creative Project Management, Script Treatment, Editing, Crowdsourcing

Present Professional Activity

Creative Director

2017 – Present

They Played Productions

Los Angeles, CA

- Launched They Played Productions as an entertainment production company
- Developed projects as leader of a team comprised of producers, programming and game designers
- Contributed in multiple facets within the Hollywood Fringe Festival and its community over the past 4 years including writing, directing, producing, acting, mentoring, and presenting our sponsored award.
- Strengthened relationships with sponsors, advertisers and shareholders
- Executed marketing strategies to generate excitement for projects
- Refined standing projects to strengthen creative impact and ROI

Narrative Designer

2017 – Present

They Played Productions, Other Companies

Los Angeles, CA

- Crafted full plot, characters and scripts for multiple immersive and theatrical productions
- Maintained immersive narrative over multi-part live immersive production *Captivated* spanning 18 months, providing audience with a full story within each part and a larger story overall.
- Wrote/Directed zombie invasion experience for solo audience members on the streets of Hollywood
- Brought multiple facets of “God” to life where audience members got to choose-their-own-deity to encounter and converse with multiple times
- Devised 16 linked narrative linked narrative tales for gothic Christmas horror online Zoommersive

Adjunct Instructor

2006 – Present

California State University Fullerton

Fullerton, CA

- Repeatedly called “the most relevant” instructor on Entertainment at Cal State Fullerton
- Designed classes including “Entertainment and Society” and “Hollywood Entertainment”
- Created full instructional plans, including class structures, student goals and required expectations
- Researched popular culture and altered classes each semester to match current trends
- Consecutively ranked in top 1% of instructors in student evaluations
- Managed multiple classes of up to 50 students each semester to maintain focus and student growth

Reviewer and Contributor

2018 – Present

EyeOnImmersive.com, Haunting.com

Los Angeles, CA

- Wrote numerous immersive and theatrical experience reviews published online for the leading guide in horror, haunt and immersive entertainment
- Constructively critical, providing useful feedback to the benefit of creators and audience
- Launched new immersive/live entertainment review site to better respond to local theatrical needs

Prior Creative Experience

Lead Local and Event Storyteller, Additional Roles, 20+ Years

The Camarilla, Mind's Eye Society

Los Angeles, CA

Developed and sustained long running (up to and including an 8-year-long chronicle) complex storylines for regular monthly LARP audience of 30 to 60 players.

Wrote and orchestrated storylines and coordinated complex wide scale convention LARPs, providing epic event experiences for participants up to 200+ while maintaining ongoing chronicle consistency and ongoing canon.

Founder, Artistic Director

The Phoenix Theatre

Lubbock, Texas

Built theatre from the ground up, produced and directed over 35 theatrical productions including *Macbeth*, *Biloxi Blues* and *Waiting For Godot*. The theater became the #1 theater in West Texas, both in financial stability and in recognition. Won Director of the Year in 1995 for the production of *K2* by Patrick Meyers.

Director, Board Member

Hollywood Fight Club Theater

Hollywood, CA

Directed *12 Angry Men* and *Deathtrap*, among other productions. As a small theater, successfully directing plays here required creativity to work around resource and space constraints. Additionally, supported the theater by managing overall budgets, marketing productions, and mentoring talent.

Additional Professional Experience

Project Manager

Jan 2012 – December 2017

PlayTheGroove

Los Angeles, CA

- 2nd in command to entrepreneur in bringing \$50,000 website from concept to launch
- Developed website specs and customer flow from original documents
- Produced website by managing external web design vendor
- Negotiated contracts for content and needed website assets with artists and independent contractors
- Conceived and executed production of investor presentation decks
- Helped bring in over \$100,000 of investment money to create 2nd iteration of website with responsive mobile design, increased functionality and greater product content

Project Manager

Sept 2013 – Dec 2013

Zuno Studios

Long Beach, CA

- Brought on specifically to increase operational effectiveness at all levels of 5-person company
- Primary Project Manager for \$2 million Ricky Martin website, Piccolo Universe
- Streamlined company workflow to maximize production output
- Optimized Project Management software process to drive tasks to completion
- Redesigned company org chart, expanding definitions of positions, responsibilities and tasks
- Solved client crises on a daily basis as primary point of contact

Education

1997

M.F.A. Film & Video Production
University of Southern California

1991

B.S. Directing & Acting
Northwestern University