

Eric Elliott Day Reaches Five Years in North Charleston, Honoring a Local Founder's Leadership and Community Service

The City of North Charleston recognizes Eric Elliott Day every October 14, five years after Mayor R. Keith Summey's original proclamation.

NORTH CHARLESTON, SC, UNITED STATES, October 14, 2026 /EINPresswire.com/ -- Eric Elliott Day, recognized each year on October 14 by the City of North Charleston, South Carolina, reaches its fifth anniversary today, five years after Mayor R. Keith Summey first proclaimed the day in 2021 to honor Eric Elliott, Founder and CEO of VIP Marketing and Craft Creative, as a leader in the civic, business, and philanthropic growth of the Lowcountry.



Eric Elliott, Founder and CEO of VIP Marketing and Craft Creative, is recognized each October 14 on Eric Elliott Day in the City of North Charleston, which reaches its fifth anniversary in 2026.

Five years and running, the day continues to highlight Elliott's service in and around North Charleston and the businesses he has built.

“

And if I've learned something the hard way, I hope I can use it to make someone else's path a little easier.”

Eric Elliott

"This year, October 14 feels a little different. I've found myself thinking less about what I've done and more about what I've learned, who I've become, and the kind of impact I want to have on the people around me," said Elliott.

"If I've been given opportunities, I want to create them for someone else. If someone has believed in me, I want to be that person for someone else. And if I've learned

something the hard way, I hope I can use it to make someone else's path a little easier."

The 2021 proclamation described Elliott as a leader in the civic, business, and philanthropic

growth of the Lowcountry and credited his entrepreneurial success with providing well-paying jobs and capital investment that continues to help drive the region's market forward.

The proclamation also recognized that he puts family, service, and community before his own interests, calling him "a true and genuine asset to the City of North Charleston," and urged all citizens to participate wholeheartedly in the day's observance.

That service-first mindset extends well beyond the city limits. Elliott has completed more than 100 hours of volunteering with MUSC Children's Hospital, where he visits with children, work that is close to Elliott and his family because of their own journey navigating childhood cancer treatment and the uncertainty that comes with it. This September, he also led VIP Marketing's Going Gold Together campaign, which raised more than \$20,000, or 125% of its \$16,000 goal, to support families facing childhood cancer through Children's Cancer Partners of the Carolinas.

Elliott, a husband, father, leader, entrepreneur, and marketer, founded VIP Marketing, [a legal-focused digital marketing agency that has served law firms for more](#) than 16 years, and Craft Creative, [a cinematic video and storytelling company](#). His path from entrepreneurship to storytelling has turned ideas into businesses and challenges into opportunities to grow, and both companies reflect the values behind his community work.

VIP Marketing's stated purpose is to help its client partners grow, its people become better humans, and its communities move forward 1% at a time, and members of its team give back through volunteering, mentorship, and community involvement.

About Eric Elliott

Eric Elliott is the founder of VIP Marketing and Craft Creative, two agencies dedicated to helping law firms build stronger brands and sustainable growth strategies. With a background in radio, television, and digital media, Elliott works with legal organizations across the country to align marketing strategy, creative storytelling, and operational systems to drive measurable results.

About VIP Marketing and Craft Creative

VIP Marketing is a legal-focused digital marketing agency helping law firms grow through strategy-driven SEO, PPC, branding, and website experiences built on clarity and trust. Craft Creative is a cinematic video and storytelling studio specializing in film, audio, and experiential media for brands that value craft and human connection.

Together, the two brands partner with legal and professional organizations to create marketing that meets an audience and holds up over time. For additional information, interviews, or media assets, visit vipmarketing.com or wecraftcreative.com today.

Maximilian Pyle

VIP Marketing

+1 877-220-8471

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/949647488>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.