

 EDUCATION

Bachelor of Business Administration: Marketing Management

The University of New Mexico Albuquerque, NM • May 2005

Cumulative GPA: 3.02, Courses In: Buyer Behavior, Promotions Management, Market Research, Entrepreneurial Studies, Logistics Management, Business Strategy, Presentations, Visual Communication

Coursework: Graphic Design, Art, & Animation

Central New Mexico Community College Albuquerque, NM • June 2005 – Aug. 2006

Courses In: Print Design, 3D Design, Typography, Color Theory, Collage, Figure Drawing, Still Life, Painting, Computer Animation, Traditional/New art media

Coursework: University of New Mexico Continuing Education

University of New Mexico Continuing Education Albuquerque, NM

Courses In: Print Design, Typography, Graphic Design, Web Design, HTML/Dreamweaver

 SKILLS

TECHNICAL • InDesign • Photoshop • Illustrator • Camtasia • CorelDraw • Dreamweaver • Adobe Muse • Flash • .html • CSS • ftp sites • Content Management Systems • Corporate Branding • Traditional Illustration • Adobe Acrobat • Vector & Raster Graphics • Windows OS • Mac OS • MS Office & Outlook • Prezi Presentation software • 70 WPM typist • PC Hardware Installation • Software Troubleshooting • Digital Content & File Management • Proofreading

INDUSTRY EXPOSURE *the nature of my professional skills gives me opportunities to work amongst a broad spectrum of industries, here are some of them:*

Small & Medium-sized Businesses • Corporations • Commercial & Residential Real Estate • Architecture/Engineering • Safety/Training Institutions • Educational Groups • Non-profit Organizations • Event Planning • Drilling • Food & Entertainment

 EXPERIENCE

Marketing Coordinator III

WSP Albuquerque, NM • February 2016 - Present

Responsible for acquisition, management, design, and proofing of engineering RFPs responses throughout NM. Also facilitate marketing efforts throughout the southwest for regional business support. Consult with leadership on marketing opportunities and pursuit strategies as well as approach to developing new relationships. Create in-house promotional material, graphic design, & advertisements. Manage NM-based photography, graphic assets, project data, & marketing materials. Tutor staff in graphic design and personal marketing development.

Marketing Coordinator

DEKKER/PERICH/SABATINI Albuquerque, NM • February 2012 - February 2016

Responsible for design, management, proofing, & facilitation of RFP response efforts as part of a marketing team for NM's largest architecture firm. Maintaining above a 50% shortlist response rate throughout tenure. Created in-house promotional material, graphic design, & advertisements. Managed company photography, project data, web sites, & marketing materials. Consulted with Principal staff on marketing opportunities and tutored departments in graphic theory and design software.

Marketing Specialist (interim)

GRUBB & ELLIS | NEW MEXICO (NOW COLLIER'S) Albuquerque, NM • October 2011 - February 2012

Designer & Marketing Director servicing one of New Mexico's largest commercial brokerages. Created all in-house promotional material & advertisement for print & digital media. Webmaster & content manager for company & broker web sites, staff blogs, & e-mail marketing initiatives. Consulted with CEO, President, & brokerage staff for new marketing strategy.

Graphic Designer & Illustrator

SELF-EMPLOYED Albuquerque, NM • March 2007 – Present

Freelance professional specializing in illustration, design, logo, branding, graphics & layout services. Responsible for all marketing, advertising, networking, & follow-up efforts. Clients include: The Wellington Group, NM Stars Football, The Red Cross, M.A.D.D., Bank of America, Merrill Lynch, & various small businesses throughout NM.

Graphic Designer

RIO GRANDE TITLE COMPANY Albuquerque, NM • October 2007 - June 2011

Multimedia Designer for staff & clientele. Provided design & advertisement consulting. Created in-house promotional material & responsible for company branding efforts. Managed website & implemented social networking program. Provided IT support.



"Eric's ability to form a logo & overall design look around what a first time client was looking for was amazing. Our client said he liked the logo so much he wants to keep it the same the next year. It's great to know we have a graphic designer that can go above and beyond our client's expectations."

- **Claire Lindh**, Senior Creative Marketing Strategist, Wellington