

Eric Guérin

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Education

- University of Massachusetts - Dartmouth; BFA Visual Design/Photography

Social Media Profiles

- LinkedIn – <http://www.linkedin.com/in/ericdguerin>
- Facebook – <http://www.facebook.com/EricGuerin>
- Twitter – <http://twitter.com/EricGuerin>
- Professional Blog – <http://www.adeliestudios.com/blog/>
- FriendFeed – <http://friendfeed.com/ericguerin>
- YouTube – <http://www.youtube.com/user/SmartMarketMovie>
- Flickr – <http://www.flickr.com/people/ericguerin/>
- Personal Website, Design Samples & Blog – <http://ericguerin.net>

Computer Proficiency

- Adobe InDesign CS3
- Adobe Acrobat Professional
- Adobe Flash CS3
- Adobe Dreamweaver CS3
- Adobe Photoshop CS3
- WordPress Blogging Platform
- Adobe Illustrator CS3
- Adobe Flash CS3 Video Encoder
- Microsoft Office Suite
- Constant Contact Email Platform
- Microsoft PowerPoint
- Adobe Premiere CS3

Work Experience

SmartMarket Media, Inc. – Grafton MA

2005 – 2009

Title: Marketing Creative Director

- Interpretation of client marketing message into creative content (i.e. web sites, e-books, online videos, etc.) to optimize client messaging.
- Manage team of contractors and/or internal employees to effectively convey client's message
- Education, training and on-site operational process development provided to clients about social media, online marketing and email marketing.
- Speaker at seminars and conferences about social media marketing, online video marketing, measuring and optimizing ongoing SEO efforts and email marketing.
- Create and manage company marketing efforts including SEO, website analytics, email marketing, blogging, e-books and maintaining social media presence to expand customer relationships, lead nurturing and engagement.
- Achieved email marketing cumulative open rate over 4 years of 48% and Click-Through Rate of 44%, 175% higher than industry averages.
- Sample Clients – Waste Management, Worcester Business Journal, JCSI, FIBA Technologies, OpenPages

Adélie Studios – Sutton MA

2002 – present

Title: Founder / Executive Producer

- Script writing, graphic animation and character animation for online shorts both for product specific demonstrations as well as branding videos.
- Interpretation of client marketing message into creative content (i.e. web sites, e-books, online videos, etc.) to optimize client messaging.
- Hired graphic designers, web developers and photographers for contract projects as needed and managed project scheduling of contractors to complete projects efficiently.
- Sample Clients – EMC Corporation, Awareness Networks, HubSpot, uTest, VisibleGains

EMC Corporation – Hopkinton MA

2000 –2002

Title: Internal Marketing Communications Coordinator

- Designing marketing materials for EMC's worldwide workforce.
- Custom fabrication of varying display signs and informational posters for customer tours.
- Web site and graphics for human resources promotions and events.
- Research and implementation of in-house printing & mounting department to cut outsourcing costs.
- Assisting with development and promotion of the department within EMC.
- Managed team of designers for projects.
- Received several outstanding service awards including a grant of 1000 shares of EMC Stock.

DGI Invisualls, Inc. – Boston MA

1997 - 2000

Title: Special Projects Manager

- Custom design & fabrication of varying display projects for client's individual needs.
- Coordinating and installing of custom graphic displays for clients throughout New England.
- Researching and hiring of outside vendors for various production and facility projects.
- Responsible for museum quality installations at New England Aquarium & Worcester Medical Center.
- Developed quality control systems throughout production to eliminate materials waste.

Accomplishments

- Certified as Inbound Marketing Professional: Acknowledging proficiency in Inbound Marketing principles and best practices, including blogging, social media, lead conversion, lead nurturing, and closed-loop analysis. — February 2010 <http://www.adeliestudios.com/html/inbound-marketing-certified.html>
- 2009 Bronze Telly Award Winner – Best Online Video Campaign Series - Waste Management: <http://www.adeliestudios.com/html/waste-management-video/index.html>
- 2009 Bronze Telly Award Winner – Best Online Recruitment Video – OpenPages: <http://www.adeliestudios.com/html/openpages-animation/index.html>
- Speaker and panelist at numerous Chamber of Commerce events as well as hosted and promoted events with business partners such as Constant Contact.
- Guest Host on Permission TV LIVE talking about email marketing with video — April 2009: <http://www.adeliestudios.com/blog/permissiontv-live-episode-15-email-marketing-video/>
- Constant Contact ConnectUp User Community Member Spotlight: Eric Guerin — March 2009: <http://www.adeliestudios.com/blog/constant-contact-user-community-member-eric-guerin/>
- Voted the best producer of short* video content in 2008 by The Shorty Awards — February 2009: <http://www.adeliestudios.com/blog/eric-guerin-voted-producer-short-video-content-2008-shorty-awards/>
- Interviewed by PR Expert Danny BROWN Social Media PR: Discussing Social Media with...Eric Guerin — November 2008 <http://www.adeliestudios.com/blog/discussing-social-media-witheric-guerin/>
- Wrote article for Worcester Business Journal: 10 Things I know about...Online Marketing — October 2008 <http://www.adeliestudios.com/blog/worcester-business-journal-10-aboutonline-marketing/>
- Wrote a guest blog post for HubSpot "Viral Doesn't Have to be an Infection" about online video marketing with some steps to help a video go viral — September 2008 <http://www.adeliestudios.com/blog/hubspot-blog-post-viral-infection/>
- Named 40 Under 40 Award Winner by the Worcester Business Journal — September 2007 <http://www.adeliestudios.com/blog/worcester-business-journal-eric-guerins-40-40-profile/>

Samples of design work or references available upon request.