

Eric Guérin

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Education

- 1995 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.smartmarketmovie.com/eric/>
- 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
- QuickTime Pro
- Adobe Illustrator CS3
- Adobe Flash CS3 Video Encoder
- Microsoft Office Suite
- Constant Contact Email Platform
- Microsoft PowerPoint
- Windows Movie Maker

Work Experience

SmartMarket Media, Inc. – Grafton MA

www.smartmarketmovie.com

2006 – present

Title: Principal / Owner

- Responsible for the marketing message interpretation and storyboarding, filming, animation and final design creation of short web-based marketing videos to better sell my clients products or services.
- Hired animators, musicians, photographers and voice over narrators for contract projects as needed and managed project scheduling of contractors to complete projects efficiently.
- Education & Training provided to clients about social media, online marketing and email marketing.
- Organized and spoke at seminars about social media marketing and email marketing.
- Created monthly e-newsletter, writing twice weekly blog posts and maintaining social media presence to expand customer relationships and engagement.
- Created custom website design with integrated blog and social media sharing features for company.
- Sample Clients – Waste Management, Worcester Business Journal, JCSI, FIBA Technologies, OpenPages

Adélie Studios – Sutton MA

1999 – 2009

Title: Principal Designer / Owner

- Complete integrated approach to graphic & web site design from concept to completion.
- Individualized relationships and customized approach to design with each client.
- Hired graphic designers, web developers and photographers for contract projects as needed and managed project scheduling of contractors to complete projects efficiently.
- Education & Training provided to clients about social media, online marketing and email marketing.
- Sample Clients – EMC Corporation, Sign-A-Rama, Jewish Federation of Central Massachusetts

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.
- Received several outstanding service awards including a grant of 1000 shares of EMC Stock.

DGI Invisuals, 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

- 2009 Bronze Telly Award Winner – Best Online Video Campaign Series ([Waste Management](#))
- 2009 Bronze Telly Award Winner – Best Online Recruitment Video ([OpenPages](#))
- Speaker and panelist at numerous Chamber of Commerce events as well as hosted and promoted events with business partners including business partner Constant Contact.
- [Guest Host on Permission TV LIVE](#) talking about email marketing with video — April 2009
- [Constant Contact ConnectUp User Community Member Spotlight: Eric Guerin](#) — March 2009
- [Voted the best producer of short* video content in 2008 by The Shorty Awards](#) — February 2009
- [HubSpot TV Episode #19](#) discussed my blog post "[How Much of a Typical Online Video Is Actually Watched?](#)" at about 23 minutes into the episode — December 2008
- Interviewed by PR Expert [Danny BROWN Social Media PR: Discussing Social Media with...Eric Guerin](#) — November 2008
- Wrote article for [Worcester Business Journal: 10 Things I know about...Online Marketing](#) — October 2008
- 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
- Named [40 Under 40 Award Winner](#) by the Worcester Business Journal — September 2007

Samples of design work or references available upon request.