

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/>
- YouTube – <http://www.youtube.com/user/AdelieStudios>

Computer Proficiency

- Adobe InDesign
- Adobe Acrobat Professional
- Adobe Flash
- Adobe Dreamweaver
- HTML 4.0 / XHTML 1.0
- Adobe Photoshop
- WordPress Blogging Platform
- Adobe Illustrator
- Adobe Flash Video Encoder
- CSS
- Microsoft Office Suite
- Constant Contact Email Platform
- Microsoft PowerPoint
- Adobe Premiere
- Kentico CMS Platform

Work Experience

Fit & Fresh – Providence RI

2012 – present

Title: Director of Online Marketing

- Led creative and development for website redesign with digital agencies.
- Led social media strategy and creative asset development that led to 200% increase in Facebook page likes to bring the community over 10,000 and over 4000 newsletter subscribers in less than two weeks.
- fit-fresh.com web site design was awarded National Kentico CMS Spotlight for site design.
- Comprehensive e-commerce database management and migration to Amazon Webstore platform.
- Develop ecommerce strategies, forecasting and statistical sales analysis with key recommendations.
- Conduct quantitative analysis including but not limited to ROI, trending, identification and assessment of opportunity and risk, cannibalization and probability modeling.

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 optimize client messaging.
- Dedicated project management and art direction for all video animation projects.
- Wrote, animated, directed, and produced the Telly Award winning videos for HubSpot and Mojo Motors.
- Develop websites for more than 40 small businesses utilizing static HTML, interactive Flash content, custom e-commerce applications or Joomla / WordPress content management systems (CMS) for clients based upon their online marketing needs.
- Sample Clients – EMC Corporation, Awareness Networks, HubSpot, uTest, VisibleGains, Mojo Motors

Summer Infant – Woonsocket RI

2009 – 2012

Title: Digital Media Manager

- Led creative and development for international websites for both Summer Infant and Born Free including managing digital agencies, assessing needs, developing strategies and statistical analysis.
- In charge of in-house animation and video production for interactive product video displays used at retail and online to promote products and for instructional purposes.
- Led strategic social media plan for both Summer Infant and Born Free. Facebook page achieved over 5000 likes and Twitter received over 3000 followers in first year. Both growth rates were the fastest in the consumer packaged juvenile products industry while maintaining a high level of engagement.
- Integrating cross browser compatible applications and secure payment gateways in the website.
- newbornfree.com web site design was awarded National Kentico CMS Spotlight for site design.
- Designed rich media product demos syndicated internationally to major retailers including Babies R Us, WalMart, Target and Toys R Us.

SmartMarket Media, Inc. – Grafton MA

2005 – 2009

Title: Creative Director / Founding Partner

- Create and manage company creative marketing efforts including self-promotional videos, email marketing, blogging and maintaining social media presence to expand customer relationships, lead nurturing and engagement.
- Maintained company website built on WordPress CMS platform including development of new content and custom landing pages for events, PPC campaigns, etc.
- Interpretation of client marketing message into creative content (i.e. web sites, e-books, online videos, etc.) to optimize client messaging.
- Led creative team writing, directing and producing the Telly Award winning videos for OpenPages, JCSI, and Waste Management.
- Provided lead creative direction working with Waste Management's corporate team for ThinkGreenFromHome.com video, interactive Flash content and HTML landing page design.
- Speaker at seminars and conferences about social media marketing, online video marketing, measuring and optimizing ongoing SEO efforts and email marketing.
- Sample Clients – Waste Management, Worcester Business Journal, JCSI, FIBA Technologies, OpenPages

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 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

- 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>
- Named a 2010 Business Partner “All Star” by Constant Contact:
<http://www.adeliestudios.com/blog/adelie-studios-constant-contacts-2010-stars/>
- 2010 Bronze Telly Award Winners – Best Online Video Campaign Series & for Best Use of Animation - HubSpot: <http://www.adeliestudios.com/blog/two-telly-awards-animated-series/>
- 2010 Bronze Telly Award Winner – Best Online Automotive Video – Mojo Motors:
<http://www.adeliestudios.com/blog/mojo-motors-adelie-studios-score-win-32nd-annual-telly-awards/>
- 2010 Interviewed for Video Marketing Masters Series: Animation:
<http://www.adeliestudios.com/blog/video-marketing-masters-animation-audio/>
- 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>
- 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/>
- 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/>
- 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 work can be viewed at [adeliestudios.com](http://www.adeliestudios.com)
References available upon request.