

Eric Weger

1210 Hollow Creek Dr. #4 Austin, TX 78704

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541-231-8513

Objective	Looking at options to move back to an internal position dealing with high level strategy and analytics and take greater ownership for a section of marketing operations for a growing technology-focused company.
Certifications and Awards	<ul style="list-style-type: none">-Google AdWords Advanced Search-Google AdWords Advanced Display-Google Analytics-Bing Ads Accreditation-Two-time Startup Weekend Winner-Requested Marketing and Pitch Coach for Multiple Hackathons
Experience	<p>Self Employed - Austin, TX Freelance Marketer July 2014 - Present</p> <ul style="list-style-type: none">-Working directly with Marketing Directors, CMOs, and CEOs.-Leading overall marketing strategy-Building out marketing and analytics technology stacks-Outlining content and copy guidelines to match each brand-Business and market analysis-Training internal teams on better use of analytics and paid digital ads <p>Everfest - Austin, TX Marketing Manager October 2014 - September 2015</p> <ul style="list-style-type: none">-Managing brand image and all marketing channels-Custom coding email templates and widgets for partner websites-Content creation and curation-Some direct sales as part of founding team-Managing small team of interns <p>Integrate Inc. - Scottsdale, AZ Digital Media Buyer and Analytics Specialist October 2013 - May 2014</p> <ul style="list-style-type: none">-Advertising campaign setup, management, and optimization-Managing ad campaigns in multiple systems with focus on AdWords-Creating and updating ad copy-Interacting directly with clients for strategy consulting and closing new sales-Creating AdWords Scripts for campaign and reporting automation-Directly managing nearly \$500,000/month in client spend.

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Experience (cont.)

Best Buy - Tempe, AZ

Full Time Sales Consultant | April 2013 - October 2013

- Net Promoter Score consistently above 90

The Underground Foundation - Tempe, AZ

Treasurer | September 2010 - April 2013

- Booking music and art shows
- Initial customer/attendee interaction
- Developing business model
- Managing and allocating all funds
- Website design and management
- Personnel management

Avnet, Inc. - Phoenix, AZ

Engineering Intern | May 2012 - August 2012

- Set up new Avnet LightLab and created testing procedures
- Designing and creating custom test and demonstration fixtures for LEDs
- Designing photometric and radiometric test procedures
- Running custom test suites on various LEDs and modules
- Creating custom reports and calculations for customers

ASU Extreme Environments Robotics and Instrumentation Lab - Tempe, AZ

Student Researcher | May 2011 - May 2012

- Design of optical, mechanical, and some electrical systems
- Integration of various systems into a robotic system
- Purchasing tools and supplies as necessary
- Testing both entire system and components in lab and field environments

Education

Arizona State University - Tempe, AZ

August 2009 - December 2012

Major: Earth and Space Exploration (Systems Design)

GPA: 3.49 (119 credits completed)