

Eric Turner

CAREER OBJECTIVE

To secure a position in the field of digital advertising that would allow me to further develop, refine and expand my creative skill sets.

PART-TIME EMPLOYMENT HISTORY

Riviera Country Club, Orland Park, IL (2008)

Customer Service

Responsible for coordinating club events and socials while tracking member participation. Most of my duties center around increasing customer satisfaction. To that end, I do whatever is needed to ensure that the member has a pleasant experience while at the club.

Aramark Dining Services, Chicago, IL (2007-2008)

Food and Beverage Employee

Duties included overseeing, staffing and managing servers.

Midwest Direct Mailers, Bridgeview, IL (2007)

Management Trainee

Gained insight in direct mail advertising by observing hundreds of direct mail layouts. By being exposed to promotional strategies and tactics, I gained an understanding of the role that direct mail and data base marketing has in an integrated marketing communications effort.

COMPUTER/TECHNICAL SKILLS

Produced, edited, and distributed several internet streaming videos for small businesses and for pleasure. Very well versed in the usage of both PC and Macintosh applications and programs. I am currently retained and use Apple iMovie to produce virtual tours of homes which stream online at realtor.com. I work with a number of successful real estate agents that give me free range in producing the tours. Proper lighting, audio and visual elements are always carefully addressed. On occasion, I compose original music or soundtracks that are inserted into the video to suit the target buyer. The videos have been instrumental in generating leads and closing sales.

HOBBIES

I have a passion for creating, developing and then placing videos on YouTube for anyone in the world to view. I have developed a fan base of over 1800+ subscribers with my top video surpassing 250,000 views. New Interactive research tools allow me to clearly define my target audience. These media metrics provide demographic, psychographic and to a limited degree behavioral data that pinpoints trend patterns that I use to structure new content. Videos can run between 8-20 minutes in length, and can take up to 60 hours to produce. YouTube wants videos with mass appeal to build their audience base. As a result, YouTube offered a partnership revenue-sharing program that allows creators and producers of original content to earn money. YouTube bases this on cost-per-impression advertising. My videos are streaming live at -youtube.com/ericmansuper- Academic works can be found at -youtube.com/eturne3-

EDUCATION

Loyola University, Chicago

- Bachelor of Arts, Advertising and Public Relations, expected 5/09
- Academic Scholarship and Dean's List
- Advanced Copy Writing, Advanced Marketing Strategy among courses completed

Curriculum Highlights: Created several media campaigns for both advertising and non-for-profit organizations. Academic campaigns included developing new creative strategies for Axe body products and, separately, for Ten Thousand Blankets, a non-for-profit organization located in the Chicagoland area. The Axe campaign involved the design of a direct mail advertisement, radio and television spots. Work for Ten Thousand Blankets included writing releases and media alerts, which culminated with a well attended public viewing of the Emmy award nominated documentary, *Long Walk Home*. The campaigns goal was to raise awareness of homelessness in Chicago.

Special Project: Went beyond course requirements to create/produce a viral marketing video for an advanced advertising course. The creative process included writing a script, designing pictures, providing audio inserts and video editing, in a short period of time.