

ERICH SCHULER

SUMMARY

This "copywriting chameleon" has over four years of experience as a social media coordinator and journalist. My background includes producing content for media outlets such as IGN and Zelda Universe and for clients such as Nintendo, Level-5, and the IGDA. Particularly, I specialize in creating B2C copy while adhering to brand guidelines and maintaining client tone. My background in design and multimedia and outgoing personality makes me versatile for a variety of roles. As an aspiring Pokémon master, I'm always aiming to be the very best—contact me today!

WORK HISTORY

Moving Ink Media | June 2016 – Present

Social Media Coordinator

- Managed content marketing for comic Kamikaze's social media channels (Facebook and Twitter) during Heroescon 2016, Anime Weekend Atlanta 2016 & 2017, MomoCon 2017 & 2018, and promotion of successfully funded Kickstarter
- Identified real-time marketing opportunities, including pop culture moments, industry event coverage

IGN.com / Zelda Universe | March 2015 – August 2018

Freelance Writer / Broadcaster

- Pitched and contributed news, reviews, features, previews, and interviews for a variety of outlets
- Collaborated with media teams to produce video content, including hosting weekly shows and marathons
- Maintained and fostered relationships with PR, publishers, developers, and influencers

ThinkGeek | November 2017 – January 2018

Seasonal Retail Sales Associate

- Provided outstanding customer service using elements of ThinkGeek's GEEKOUT sales model
- Ensured retail space is clean, well-organized, and properly merchandised at all times
- Set up store displays through the execution of planograms

International Game Developers Association (IGDA) | September 2014 – December 2017

IGDA Scholars Project Manager / IGDA Atlanta Board Member

- Managed relationship between IGDA Scholars and Nintendo of America for event planning, including Nintendo E3 booth tours, Q&As with Nintendo Treehouse, and special events like the Nintendo World Championships
- Secured agreement between Nintendo of America's legal team and IGDA Foundation on behalf of IGDA Atlanta
- Prepared social media content promoting a Mario Kart 8 tournament for IGDA Atlanta's Facebook and Twitter accounts and had it approved by Nintendo of America's legal and business teams

Novy Unlimited | March 2016 – November 2017

Social Media Coordinator

- Produced content for consumer-facing online presence, obtained internal and developer approvals as necessary
- Managed content marketing across clientele's social channels (including Facebook, Twitter, LinkedIn, Google+, and Pinterest)
- Audited client creative assets and recommended upgrades to maximize player and media interest
- Created social media copy and did event management for big brands (Level-5's Professor Layton and Yo-kai Watch series)

Gaba / Interac | February 2015 – December 2015

Assistant Language Teacher

- Arranged and executed lesson plans for individual one-on-one adult sessions and entire classrooms of school-age children
- Communicated to teachers in Japanese about lesson plans
- Designed games, songs, and exercises to encourage learning and reinforce vocabulary

Georgia Perimeter College | June 2011 – December 2014

Library Circulation Assistant

- Aided patrons and faculty in check-out, locating resources via the University System of Georgia database, and solving technical issues

- Organized books, DVDs, and other media by the Library of Congress classification system

Consulate General of Japan (Atlanta) | August 2011 – December 2011

Japan Information Center Intern

- Assisted in the organization of JapanFest 2011, the largest Japanese cultural festival in the southeastern U.S.
- Designed and set up displays about earthquake/tsunami relief efforts in Japan for JapanFest
- Coordinated an award ceremony for Macon Cherry Blossom Festival founder and a reception for returning JET English teachers at the Consulate’s residence

Target | August 2009 – April 2012

Electronics Team Member / Sales Floor Team Member / Cashier

- Cross-trained to handle multiple departments including cashiering, electronics, food service, sales floor, and guest services
- Specialized in customer service, restocking merchandise, and adhering to proper food handling procedures

Borders | November 2009 – July 2011

Barista

- Originally a seasonal worker, received additional training to become an expert on products
- Took on managerial tasks and frequently took count of inventory
- Prioritized customer service, did regular maintenance of equipment, and ensured café exceeded food service regulations

Starbucks | August 2007 – June 2009

Barista

- Practiced and trained in proper food handling techniques
- Prioritized customer service, did regular maintenance of equipment, and ensured café exceeded food service regulations

SELECTED PROJECTS

Georgia Perimeter College Japan Club President | January 2011 – July 2012

- Planned and managed community cultural events, including large-scale festivals and fundraisers
- Established and assisted with the Japan earthquake/tsunami relief fundraiser—raised over \$2000
- Coordinated and hosted Georgia state’s annual 2012 Japanese Speech Contest & Academic Challenge
- Speaker at the Georgia Consortium for International Studies Conference—“Internationalizing the Campus through Student Organizations and Events”
- Recognized for initiative, scope and success of club activities, and efforts toward community outreach and engagement

SKILLS

- 7 years of retail and customer service experience
- Microsoft Office proficiency, including Excel & Outlook
- Experienced with Adobe Creative Suite
- Self-starting, determined, and proactive
- Background in game design and development
- Adaptable and possesses great people skills
- Multimedia powerhouse—using computers and digital cameras for the execution of creative projects
- International experience, particularly with Japan
- Knowledgeable about social media, HTML, & CSS

EDUCATION

Southern Polytechnic State University | December 2014

- Bachelor of Arts in New Media Arts
- Minors in International Studies and Computer Game Design and Development

Georgia Perimeter College | July 2012

- Associate of Science in General Studies
- International Certificate

ACHIEVEMENTS

- Japanese Critical Language Scholarship (2014)
- IGDA Scholar (2013, 2014)
- GDC Conference Associate (2013, 2015)
- Leadership Excellence Award by Georgia Perimeter College (2012)
- Member of the Phi Theta Kappa Honor Society