

ERICH SCHULER

SELECTED WORK

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

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 and grammar

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

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
- Adaptable and possesses great people skills
- Multimedia powerhouse—using computers and digital cameras for the execution of creative projects
- 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

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