

ERICH SCHULER

COPYWRITING, MARKETING, AND PR

CONTACT

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SKILLS

- Microsoft Office
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere
- Adobe After Effects
- Adobe Dreamweaver
- Audacity
- Teamwork (Project Management Software)
- Trello
- Slack

AWARDS

- Japanese Critical Language Scholarship (2014)
- IGDA Scholar (2013, 2014)
- GDC Conference Associate (2013, 2015, & 2019)
- Leadership Excellence Award by Georgia Perimeter College (2012)
- Member of the Phi Theta Kappa Honor Society

LANGUAGES

- Japanese

EDUCATION

Southern Polytechnic State University
August 2012 - December 2014
New Media Arts (major)
International Studies (minor)
Game Design & Development (minor)

Georgia Perimeter College
August 2010 - July 2012
General Studies (major)

EXPERIENCE

FREELANCE WRITING – COPYWRITER

Atlanta | March 2015 - Present

- Manage client accounts such as IGN, Novy Unlimited, Zelda Universe, and Moving Ink Media
- Research brands, product, and customers to understand business requirements and client needs and goals
- Use Excel to organize and track multiples projects, used Teamwork project management software to manage team tasks and meet deadlines, Slack for communication, and Harvest to create invoices for clients
- Develop strategies with clients to increase views, conversions, and engagement
- Execute campaigns and deliver content to achieve client goals
- Create graphics and video to supplement copy and social media campaigns
- Wrote articles for IGN which were also used as scripts for videos; one video amassed over 76K views

NOVY UNLIMITED – SOCIAL MEDIA COORDINATOR

Atlanta | March 2016 - November 2017

- Produced content for online presence (including Facebook, Twitter, LinkedIn, Google+, Instagram, and Pinterest), collaborated with account manager and developers
- Led special events and represented a major client at E3, the largest gaming expo
- Arranged press interviews for the company with large digital outlets like Polygon and Kotaku

MOVING INK MEDIA – SOCIAL MEDIA COORDINATOR

Atlanta | June 2016 - February 2019

- Managed content marketing for company social media channels during Heroescon, MomoCon, and Anime Weekend Atlanta between 2015 to 2018
- Developed content and social media strategy to increase engagement during events and to drive more traffic to the vendor booth and increase book sales
- Conducted livestreams to promote Kickstarter campaign and to facilitate conversations with the comic community
- Live tweeted client's panels and workshops

CONSULATE GENERAL OF JAPAN – INTERN

Atlanta | August 2011 - December 2011

- Designed displays for JapanFest to promote US-Japan relations and drive fundraiser for earthquake/tsunami relief in Japan
- Helped organize and implement JapanFest 2011 which had an attendance of over 19,000
- Coordinated an award ceremony for Macon Cherry Blossom Festival founder for community leaders and politicians and a reception for returning JET English teachers at the Consulate's residence