



# ERIC STEVENS

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## Work Experience

### *Wholesale Marketing Administrator, Superior Plus Energy Services; 2015-present*

- Collects, submits, and bills fuel orders from wholesale customers in New York, Pennsylvania, and New England.
- Determines daily pricing based on available supply and market conditions and submits to customers.
- Creates and maintains customer accounts, compiles monthly and quarterly reports, and assists with customer service needs.

### *Web and Social Media Director, Gasser Racing Series Inc., 2015-present*

- Maintains the organization's website and social media accounts, including blog posts, photos, event scheduling. Created new website designed for ease-of-use for inexperienced users and administrators.

### *Staff Writer and Photographer, Popculturology.com; 2015*

- Proposed and submitted articles and photos covering pop culture media events, news stories, and opinion and review columns.
- Lead a push toward producing original content over stories already reported on by major outlets.
- Reported from Star Wars Celebration in Anaheim, California, and Hulu's Seinfeld: The Apartment in New York.
- Regularly submitted the most-viewed story of each month.

### *Day Care Aide, Rush-Henrietta School-Age Child Care Program; 2015*

- Planned activities and lessons for students grades 2-6.
- Developed LEGO Club, using LEGO building to encourage teamwork, teach problem-solving, math, and basic engineering and physics.
- Performed office administration tasks including correspondence with donors, volunteers, and parents, and writing and editing of the monthly newsletter.

### *Entertainment Brand Team Member, Target Corporation; 2011-2015*

- Updated music, movies, and books departments weekly with an average of 25 new titles and 20 merchandise revisions.
- Executed merchandise return scans twice per quarter, redistributing \$25,000 in merchandise to other stores, as well as weekly merchant-initiated returns for defective, outdated, and excess product.
- Organized and maintained displays, assisted store guests to locate titles, and upheld the Target brand while working with the store team to drive profitable sales. Department consistently ranked as one of the top three in sales.
- Team Leader Bench candidate and seven-time Top Performer in this location.

### *President and Station Manager, WNAZ, Nazareth College; 2009-2012*

- Recruited, trained, and managed 25 to 40 staff members, reducing overall staff turnover and increasing audience reach.
- Installed, maintained, and repaired audio equipment and computer software and hardware, including online streaming and closed-circuit television broadcast.
- Administered budget drafting, represented club at Undergraduate Association.
- Coordinated and secured funding for events such as open mic nights, holiday-themed parties, and fundraising efforts. Organized large-scale concert with companion album to benefit VH1 Save the Music Foundation.
- Station received Boomerang Award from Nazareth College Undergraduate Association in 2010 for organizational improvements.
- Continues to serve in an advisory role and provide support for studio equipment.

## Profile

Passionate about media, music, and my city and looking for opportunities to share that passion with others. I know about so many things I decided to make it a personal brand.

## Education

### *Nazareth College*

B.S. in Business Administration  
Minor in Music

## Memberships

*Broadcast Music, Inc.*

*Rochester LEGO User Group*

## Computer Proficiency

### *Office*

Microsoft Office: Word, PowerPoint, Excel  
Apple iWork: Pages, Numbers, Keynote

### *Web and Social Media*

WordPress  
Facebook  
Twitter  
Tumblr

### *Design*

Adobe Creative Suite: Illustrator, Photoshop

### *Audio Production*

Sonar Cakewalk  
Apple GarageBand, Logic Express

### *Video Production*

Apple iMovie



## Special Skills and Experience

### Media and Broadcast

- Hosted “Notes and Letters with Eric Stevens” on WNAZ from September 2008 to May 2010, discussing the history of popular music, developing trends in music, and interviewing local musicians and visiting artists. Returned for a special show in December 2015.
- Produced “Prez Unplugged” with Nazareth College Daan Braveman, as technical supervisor and moderator for student calls and online questions.
- Has been a guest on News 8 WROC with Rachel Barnhart, WXXI Radio’s Morning Edition with Beth Adams, WXXI Television’s “Talking Abbey Live” with Daniel Abramson Swartz, and 98FM (Dublin, Ireland) with Murieann O’Connell.

### Design and Photography

- Created album artwork for *WNAZ Presents: Pick In My Pocket* and *When You Get This*.
- “Superhero” design selected for Garrison Starr’s summer 2013 tour t-shirt.
- Created poster for Rochester Academy of Medicine’s “Diagnosing Downton” with Dr. Jerry Honch.
- Photos have been published in *The Sun* (UK), *The Enquirer* (UK), *Nok Lapja* (Hungary) and online at Mashable, People, Vanity Fair, and others.
- Photographed rock musician Peter Dinklage, featured in The Daily News (Batavia, NY).

### Writing and Social Media

- Writes in a variety of styles, including press releases, news articles, and a script for *It’s Always Sunny In Philadelphia*.
- Created and maintains @MonorailMidtown on Twitter, tweeting in character as Rochester’s historic monorail at Midtown Plaza on local and national news.
- Promoted LEGO designs on social media, attracting international attention and receiving thousands of views per hour in the initial push.

### Music, Audio, and Video

- Engineered and produced *WNAZ Presents: Pick In My Pocket* and *When You Get This*, featuring local musicians.
- Submitted original song to NPR Music’s Tiny Desk Contest.
- Created *LEGO Community*, a five-season recap of Dan Harmon’s *Community* using LEGO.

### LEGO

- Created LEGO Downton Abbey, featured on News 8, WXXI, and many print and web publications, including BBC America, The LEGO Group’s official Facebook page, and CNET.
- Recreated a scene from Ricky Gervais’ “Derek” with praise from the show’s production.
- Designed LEGO Seinfeld for the television series’ twenty-fifth anniversary.
- Built LEGO Community in anticipation of the sixth season of the series premiering on Yahoo! Screen. Received comments from Yahoo! CEO Marisa Mayer, series creator Dan Harmon, and cast members Ken Jeong, Charley Koontz, Luke Youngblood, and then-Chief Marketing Officer at Yahoo!, Kathy Savitt.
- Commissioned to create a vignette from the Starz original series “Outlander.”
- Contributed to University of Rochester’s April Fools Day 2014 homepage redesign, winner of the 2014 Gold Award from Council for the Advancement and Support of Education (District II), 2015 PRISM Award from PRSA Rochester, and nominee for Best Event Site in the eduStyle Awards.

## References

Jennifer Gottschall, Pricing and Presentation Team Leader, Target  
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Pearl Tokar, Child Care Coordinator, Rush-Henrietta Central School District  
585 359 7912  
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