

Eric I. Margules

eric.i.margules@gmail.com – 269.762.9487

3110 W. Berteau Ave. Apt. 3, Chicago, IL 60618

PROFESSIONAL SUMMARY

A creative writer and editor with a knack for conceptualizing and a passion for perfection. With nearly a decade of experience across the full spectrum of content creation, I specialize in turning abstract ideas into compelling copy with a blend of innovation and expertise that will knock your socks off.

SPECIALTIES

- Copy writing and editing
- Corporate communications
- Public relations
- Non-profit program development
- Journalism
- Social media marketing
- Web design and development
- Digital content distribution

TECHNICAL SKILLS

- APA, Chicago and MLA style guides
- Google Analytics and AdWords
- Media monitoring
- HTML, CSS and JavaScript
- Content management systems
- Marketing automation
- Adobe Creative Suite and Microsoft Office
- Mandarin Chinese

EXPERIENCE

03/14–Present

Communications Specialist

Lions Clubs International, Chicago, IL

When you need to connect with 1.4 million members across 11 languages, you come to me. From aspirational messages from top executives, to nitty-gritty communications introducing service programs, I help set the tone and create the content that inspires our global network of volunteers to change lives as a part of the world's largest service club organization. Some of my proudest achievements include:

- Planning and executing content strategies for a three year service initiative culminating in the Lions Clubs International's centennial celebration in 2018
- Developing the personal tone of the International President through his monthly addresses to over one million members
- Sharing in-depth stories of Lions' impact around the world through a monthly magazine with worldwide distribution

12/12–Present

Owner / Craftsman

Decade Leather, Chicago, IL

A passion project turned business opportunity. I manage all aspects of a boutique, luxury leather accessories brand, from product development and marketing, to web design, programming, and e-commerce. My proudest achievements include growing the brand into a successful company averaging tens of thousands of dollars in annual revenue and attracting thousands of online followers and fans.

05/13–03/14

Creative Lead / Copywriter

MicroTrain Technologies, Chicago, IL

From clicks to conversions, I designed and implemented the entire digital development and marketing process for MicroTrain's emerging professional branding platform, TheProfessional.Me. Inspiring creativity amongst Illinois job seekers isn't as easy as it looks, but here are just a few of my biggest wins:

- Redesigning TheProfessional.Me from the ground up to create an engaging and marketable web platform
- Creating a marketing strategy that lead to 1,000 new users over three months
- Conceiving a company-wide communication strategy to clarify the positioning of several in-house brands

07/11–03/13

Copywriter

ARS Advertising, Saint Joseph, MI

Needed copy written, tweaked and buffed to a high shine? I'm your man. I wrote B2C and B2B ads celebrating appliances from Whirlpool Corporation's portfolio of brands. This meant collaborating with designers and clients to perfect output through detailed concepting and revision. Assignments ran the gamut from identity to rebate forms, including:

- Completely rebranding Amana and Whirlpool brands
- Populating Whirlpool brand appliances into the Home Depot online database with 100% accuracy
- Creating marketing materials supporting United Federal Credit Union's geographic expansion

EDUCATION

08/05–12/10

Bachelor of Arts: English Composition

University of Kansas, Lawrence, KS

02/10–12/10

Intensive Chinese Program

Nanjing University, Nanjing, Jiangsu, China

08/07–12/07

English Literature and Media Program

Vrije Universiteit, Amstelveen, the Netherlands