



# Erik M. Granados

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1,075  
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@ErikMichaelG



*Social content marketer excited to dive into a company where inbound marketing will be maximized to tell a story to achieve goals and revenue targets.*

## Education

### Texas Southern University, Thomas F. Freeman

Honors College, Houston, TX

Bachelor of Arts Journalism (2012)

### Beijing Jiaotong University, Beijing, China

Chinese Language and Culture Training (2010)

## Personal Experience

- Startup Weekend, Houston-1st Place overall best product prototype. (October 2013)
- India House Youth Summer Enrichment Academy, Houston, TX – Youth Specialist- Teaching Spanish and Technology (2013)
- Port Arthur Alumni Community Group, Port Arthur, TX- Weekly mentorship program with middle-high school students. (2012-2014)

## Skills/Programs

- Branding/positioning
- Google Adwords/Analytics
- HTML/CSS
- Adobe Photoshop/Illustrator
- MS Office Suite
- SEO
- Social Media
- Blogging
- Sales force
- Community management

## Work

### Technical Marketing

#### Startup Institute Chicago, IL Spring 2014

- An intensive 8-week entrepreneurship professional bootcamp, which teaches the necessary skills in order to be an immediately effective employee in an early stage company.
- Curriculum covers core marketing skills, including SEO best practices, paid ad placement, content and inbound marketing, branding and positioning, customer engagement analytics, and social media community management.
- Built a social media campaign for **Found in Town**, a lost and found device recovery system, to position the company from being a B2B promotional item to a B2C user solution.

### Associate News Producer

#### KBMT-TV Channel 12 Beaumont, TX November 2013-March 2014

- Produce 12 News Daybreak morning show.
- Thought of story ideas and created news packages.
- Familiar with ENPS to create content for broadcast, web, mobile, and social media.

### Visual Specialist

#### Apple Inc. Memorial City, TX 2011-July 2013

- Maintain visual standards throughout the store, new product launches, window display, and weekly overnights. Train new team members transition over to visuals specialist.
- Facilitate workshops on Apple products and services enhancing the customer experience.
- Mobile device certified; able to diagnose and troubleshoot mobile issues.

### Social Media Correspondent

#### Texas Southern University School of Communication-Journalism – Houston, TX – 2010-2013

- Manage social media accounts and handling conversations across many different platforms.
- Build an "online newspaper" like community with interesting news headlines using #twitternewschat.

### Product Management Intern

#### Music World Entertainment Houston, TX 2011

- Managed Booking log for seven Music World Gospel artists, filed contracts and receipts.
- Produced online content for MW Gospel website, booked artist appearances, handled tour logistics.
- Produced radio promotion packages, marketing plans, and developed new Music World products.