



Erik M. Granados

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1,075
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Content driven 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.

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.
- Building online social communities.
- Use #twitternewschat to create online news headlines and build an “online newspaper” like feed with catchy, simple and straight to the point news headlines

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.