

# Eric Myers

Director of Creative Services at Resound Creative

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## Summary

I have experience serving multiple Fortune Global 500 companies as well as small/medium businesses in the areas of client services, account and team leadership, training, facilitation, content development, event marketing, and sales. While that may sound like a potpourri of skills and abilities, here are four points that summarize my core competencies:

1. Over my 10+ years of “corporate” experience, regardless of position or job title, I have routinely been at the forefront of client services on a daily basis, often being personally requested by clients during the bid process or after a project was awarded.
  2. My law enforcement experience provides an intangible leadership “draw” that often results in teammates looking to me for guidance during stressful situations. Because of this, tightly-knit teams that work diligently and with excellence tend to develop around me.
  3. I have been the go-to person for developing RFP responses and leading sales presentations in the creative services industry. This resulted in higher close rates and growing company revenue year-over-year. I also have experience selling a tangible product in the healthcare, education, and security industries, which resulted in the company’s largest sale.
  4. Every DiSC, Plum, or Myers-Briggs assessment I’ve taken lists communication as my strongest skill. I have seen this play out in my law enforcement and corporate experience as I have been able to successfully adapt my communication style based on the person and the situation before me. In my experience, this chameleon-like ability does not come easy to everyone.
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## Experience

### **Director of Creative Services at Resound Creative**

December 2016 - Present (3 months)

- Lead creative and web development teams with a focus on growing each member personally and professionally
- Lead client-related meetings and support proposal development/presentations
- Lead brand and website strategy workshops with clients

- Instigate opportunities to grow Resound's culture
- Contribute to marketing content, training material, and sales collateral

### **Owner at Point Cover, LLC**

January 2015 - Present (2 years 2 months)

- Facilitate "tactical" content development, coaching, training, and other business services on a selective contract basis to help partners be the best they can be
- Provide direct, one-on-one services to partners who want the comfort of knowing I'll have their back when results matter

### **Learning Services Instructor at McKesson**

August 2016 - December 2016 (5 months)

- Conducted facilitator-led reimbursement process and systems training for healthcare industry insurance specialists, case managers, and customer service representatives
- Created story-driven content for instructor-led process/systems training and modified existing content to incorporate best practice adult learning principles

### **Training Director at Guardian 8 Corporation**

March 2015 - May 2016 (1 year 3 months)

- Absorbed technical product knowledge from engineering and filtered it into digestible, "laymanized," and applicable training content
- Developed live and virtual training strategies to support national sales reps and marketing efforts
- Partnered with clients to assess training needs/knowledge gaps and execute the appropriate solution
- Developed and executed sales/marketing plans targeting healthcare, education, and security markets (post-reorganization)
- Led local account management and sales efforts, meeting with and/or calling prospective clients, which led to the company's largest sale (post-reorganization)
- Wrote/Designed blog, social media, video, and print content to further sales efforts and brand awareness (post-reorganization)

### **Vice President, Creative Services at automatik**

April 2006 - March 2015 (9 years)

- Led project teams for high-dollar initiatives on behalf of multiple Fortune Global 500 automotive clients (e.g., Toyota, Honda, BMW, etc.)
- Provided account management services to clients on a daily basis to assess project objectives, apply creative solutions, and monitor project deadlines/budgets, resulting in lasting client relationships and repeat/referral business
- Consulted with automotive subject matter experts and distilled white paper technical information into simple, easy-to-understand, and relatable pieces of soft skills or product knowledge training content
- Began at entry-level and promoted to an executive position, serving as interim President during owner's sabbatical

### **Police Officer at City of Scottsdale**

August 2001 - April 2006 (4 years 9 months)

- Upheld public order and enforced local/state/federal laws in a Patrol and Detective function
- Earned General Instructor, Field Training Officer, and Crisis Intervention Officer certifications
- Trained recruits at the Arizona Law Enforcement Academy and enhanced course content to make it more engaging and relevant
- Educated students and staff at local schools on a variety of subjects to promote community policing efforts as a School Resource Officer
- Volunteered in training with and tested for the department's SWAT unit

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## **Skills & Expertise**

**Training**

**Coaching**

**Leadership Development**

**Customer Retention**

**Content Strategy**

**Advertising**

**Employee Training**

**Entertainment**

**Marketing Communications**

**Security**

**Video**

**Instructional Design**

**Team Building**  
**Leadership**  
**Public Speaking**  
**Management**  
**Team Leadership**  
**Marketing**  
**Automotive**  
**Creative Writing**  
**Customer Service**  
**Customer Satisfaction**  
**Creative Direction**  
**Event Planning**  
**Marketing Strategy**

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## Education

**Arizona State University**

B.A., Psychology, 1997 - 2001

**Brophy College Preparatory**

1992 - 1996

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## Volunteer Experience

**Board Member at Drowning Prevention Coalition of Arizona**

2013 - 2014

DPCA is comprised of parents, health and safety professionals, business leaders, and concerned citizens. The group exists to provide a forum for drowning prevention efforts through the promotion of education, legislative action, awareness, and enhanced product safety.

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## 1 person has recommended Eric

"It is my pleasure to recommend Eric Myers. His ever-present consummate client-focused performance working as a Vice President at automatik proved to be invaluable to us during the time we worked together. I have known Eric for 5+ years in my capacity as a Toyota Product Education Manager at the Toyota Headquarters in Torrance, California. In his capacity at automatik, Eric managed all of the creative and dealer-facing training curriculum for 6 very high-profile vehicle launch projects (Scion and Toyota brands). His performance and execution in both managing his team and face to face interactions with Toyota management and executives, would rank him as one the best "organized" creative minds that I have ever interacted with in my 38 years with Toyota Motor Sales. Eric distinguished himself by consistently demonstrating exceptionally well-organized development and executions of all the projects he managed. Eric is exceptionally intelligent, has strong communication skills and has a mature approach to assimilating and understanding clients' needs, pro-actively . If his performance during his collaboration with Toyota is a good indication of how he would perform in other professional capacities,he would be an extremely positive asset to any company. If I can be of any further assistance, or provide you with any specific information, please do not hesitate to contact me. Yours Sincerely, Suzanne Abel "

— **Suzanne Abel**, *Scion Education Manager, Toyota Motor Sales*, was with another company when working with Eric at automatik

[Contact Eric on LinkedIn](#)