

# Aidan Scheer

FRONT-END DEVELOPER AND SOCIAL MEDIA MARKETER

## Profile

Motivated Emerging Technology in Business and Design student with a strong background in eSports, Web Development, Information Technology and Customer Service. Looking to find a role with an innovative company that will allow me to gain professional experience and help mold future career opportunities.

## Education

### Bachelors in Emerging Technology in Business and Design Miami University, Oxford, OH

AUGUST 2017 – AUGUST 2021

- Coursework in Website Development, UX, Social Media Marketing, and eSports.
- Dean's List Fall Semester, 2020.
- Member of Miami University eSports Club, 2017-2021.
- Elected Captain of League of Legends Club Team, 2018-2021.

## Employment History

### Social Media Manager, Howard Hanna, Macedonia, OH

APRIL 2021 – AUGUST 2021

- In charge of promotional content for the Macedonia office branch.
- Created engaging media to keep the real estate office in the forefront of Northeast Ohio.
- Creating eye-catching graphics through Adobe Creative Suite.

### Public Relations Manager of Varsity eSports, Miami University, Oxford, OH

AUGUST 2019 – MAY 2020

- Defined and achieved project and overall organizational vision, strategies and tactics, including handling a PR campaign which raised awareness around campus.
- Hosted high school students interested in eSports; led tours and hosted Q&A sessions.
- Organized community events around campus, such as watch parties and tryout sessions.
- Helped establish the program as a brand, unifying messages and preparing for the future.

### IT Internship, Howard Hanna, Mayfield Heights, OH

MAY 2017 – JULY 2019

- Imaged new PCs; Re-imaged older devices in need of upgrades.
- Migrated and formatted all emails and new data from a purchased company.
- Updated Howard Hanna's current Ohio agent in Active Directory.
- Shadowed desktop support staff on regional office visits.

### Various Positions, Heinen's Grocery, Pepper Pike, OH

JUNE 2015 – AUGUST 2018

- Worked as Cashier, Bagger, and Meat Clerk as needed.
- Loaded customer's groceries into vehicles with parcel pickup.
- Helped customers locate items throughout the store.

## Volunteer Work

### eSports Club Volunteer, Miami University, Oxford, OH

JANUARY 2019 – PRESENT

- Assisted executive officers with tournament and event planning.
- Assisted executive officers with transitioning programs into a suitable and professional online experience.
- Operated check-in kiosks at events to promote sponsorships and community events.
- Helped build and take down decorations and technology for campus events.

## Details

Moreland Hills, OH, 44022

216-407-3461

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## Links

[aidanscheer.com](http://aidanscheer.com)

[linkedin.com/in/aidan-scheer](https://www.linkedin.com/in/aidan-scheer)

[GitHub: scheera2](https://github.com/scheera2)

## Skills

- HTML & CSS
- Javascript
- jQuery
- Java
- Git & GitHub
- Social Media Marketing
- Social Media Analytics
- Twitch & Livestreaming
- eSports Tournament Management
- Microsoft Office
- Google Suite
- Adobe Suite

## Certifications

[Google Analytics Certified](#)

Google - March 2021

[SEMrush SEO Toolkit](#)

Semrush - February 2021

[Hootsuite Platform Certification](#)

Hootsuite - March 2021

[Social Marketing Certification](#)

Hootsuite - March 2021