



ERIC CALLAGHAN

PUBLIC RELATIONS &
MARKETING

CONTACT

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EDUCATION

BACHELOR OF ARTS, PUBLIC RELATIONS

AUBURN UNIVERSITY | AUBURN, AL | MAY 2016

GPA: 3.68 / 4.0

DOUBLE MINOR: BUSINESS AND INTERNATIONAL MINOR IN HUMAN SCIENCES

DEAN'S LIST: FALL 2014, SPRING 2014, FALL 2012

JOSEPH S. BRUNO AUBURN ABROAD IN ITALY PROGRAM

AUBURN UNIVERSITY | ARICCIA, ITALY | FALL 2014

EXPERIENCE

JUNIOR ACCOUNT MANAGER

VERGE PIPE MEDIA | AUBURN, AL | JAN 2016 - PRESENT

- Coordinate with the Director of Client Leadership in determining marketing strategy for retained accounts.
- Schedule social media postings for multiple clients using HubSpot Marketing Automation software and Rignite social media management software.
- Shadow the Director of Client Leadership at client meetings.
- Contribute one post per month to the Verge Pipe Media blog.

COMMUNITY MANAGER INTERN

VERGE PIPE MEDIA | AUBURN, AL | AUG 2015 - DEC 2016

- Posted for and monitored all Verge Pipe Media social media accounts.
- Wrote and edited blog content focusing on inbound marketing, public relations and Higher Ed marketing.
- Managed a video marketing campaign centered on relating inbound marketing to common life situations.
- Co-coordinated the content calendar for the fall including blog titles, long-tail keywords and posting schedules.

BUSINESS DEVELOPMENT INTERN

VERGE PIPE MEDIA | AUBURN, AL | MAY 2015 - JUL 2015

- Researched prospects and leads for a marketing agency's expanding account list using the HubSpot Marketing platform.
- Contacted leads who had visited the Verge Pipe Media website.
- Built prospect lists from website data.

SKILLS

- SEO and Google Analytics
- Social media strategy
- Inbound Marketing
- Web content development
- Facebook Insights
- Twitter Analytics
- Calls-To-Action
- Landing Pages
- Thank You Pages
- Blogging
- HTML
- CSS
- Adobe InDesign & PhotoShop
- Media Kits