

ERIC POUNDERS



Eric Pounders
08/25/1986
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PROFILE

From the age of 18, I have been obsessed with two things, food and marketing. From taking marketing classes at USF in undergrad and waiting tables at Bonefish, to sous vide-ing everything I can find and overseeing marketing efforts for a hospitality group, food and marketing are in my DNA.

WORK EXPERIENCE

Marketing and Sales Director 08/2015 – present

For The Table Hospitality, Tallahassee, Florida

- Oversaw all digital content creation for all social media channels for all For The Table properties.
- Hired and trained all marketing/sales related employees and interns.
- Posted daily social media content for Madison Social & Township Facebook and Instagram.
- Worked with ownership and Director of Operations to set attainable sales goals per month, quarter, and year for all For The Table properties.
- Oversaw all marketing and sales efforts in all channels (phone calls, web inquiries, emails, social media marketing, traditional advertising, event creation, In house/face to face).

The For The Table marketing and sales strategy has always been driven by creative ideas, timely response and speed. Our goal was always to be the first to reply to an event inquiry or being first to claim an event for a certain day or holiday. From there, our focus was on follow up and frequency of message

Account Executive 01/2010 – 07/2015

The Moore Agency, Tallahassee, Florida

- Developed and managed social media accounts and advertising campaigns for clients and agency itself.
- Created and developed creative direction for print advertisements for clients.
- Created and delivered social media webinars for clients.
- Wrote and pitched press releases and media alerts for clients.

At The Moore Agency, I started as an intern and worked my up to part time staffer to full time

WORK EXPERIENCE

employee where I aided in the development of the social media team at the agency. During my time at The Moore Agency I was able to participate in many unique activations including writing a rap song, wearing a robot costume to a concert and drive a car in a suit that aged my body 30 years

Adjunct Professor 08/2015 – present

Flagler College Tallahassee, Tallahassee, Florida

As an adjunct professor at Flagler College Tallahassee, I teach COM 358: Social Media for Strategic Communication, which focuses on how to use social media to effectively communicate to and target consumers to drive engagement and sales. Topics covered in the class include content marketing, social listening, social media advertising, branding, social media crisis communication

EDUCATION

M.S. Integrated Marketing Communications 08/2009 – 12/2011

The Florida State University, Tallahassee, Florida

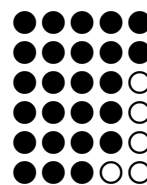
B.S. Marketing 08/2004 – 08/2008

University of South Florida St. Petersburg, St. Petersburg, Florida

SKILLS

Professional

Social Media
Social Media Advertising
Copywriting
E-Mail Marketing
Content Development
Graphic Design



★ STRENGTHS

Creativity

Establishing a quick rapport

Fast learning

Generating ideas

Problem solving

Sense of humor