

Guillermo Erik Furlan

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PROFESSIONAL PROFILE

Highly motivated, dedicated interactive/digital media professional with an attention to detail and a deep understanding of the social media landscape. Multitasking self-starter with a passion for communications and social media and vast experiences across the media spectrum – from legacy/traditional (TV, radio, print) and interactive media (iMedia), to research work and social media project management. Interactive media professional with the ability to utilize technical, theoretical and practical knowledge to effectively leverage social/interactive media to enhance an organization's online presence. Extensive history of having the flexibility to manage multiple projects working independently or as part of a team; along with time management, quality control and customer service skills. Key technical skills include:

- Adobe Creative Suite
- Final Cut Pro
- Avid 101, 110 certification
- Linear video editing
- Microsoft Office Suite
- HTML & CSS
- Social Media
- Web 2.0
- Sitecore CMS
- bit.ly
- Facebook Insights
- Google Analytics
- MailChimp
- Constant Contact
- Jumpreach

ACCOMPLISHMENTS

- Currently serving as Social Media Marketing Specialist/Insurance Broker for Canton Agency, developing and implementing a social media marketing strategy to enhance awareness of the business and increase sales; staying up-to-date on trends in the industry in order to maximize social media marketing efforts; tracking and measuring effectiveness of social media campaigns
 - setting up and maintaining company social media channels (creating/updating content, answering questions)
 - consistently increasing views/likes/clicks/followers and overall engagement across social media channels
- Currently serving as a Social Media Ambassador for Elon University, assisting Elon's efforts of enhancing the alumni experience through building a vibrant alumni network; using my personal online communities to extend Elon's reach across multiple social networking platforms; fulfilling critical roles of Partner, Advocate and Investor by posting Elon-related stories or events and remaining a positive advocate of the university and its goals while also providing feedback to the university to maximize social media outreach efforts
- Produced and published content for the Washington Freedom of Women's Professional Soccer (WPS) to washingtonfreedom.com website and weekly e-newsletters – game stories, general news, event promotion, score and schedule updates, photo galleries; along with creating and posting game commentary, news and updates on Washington Freedom's social media outlets; assisted in management and analysis of Washington Freedom's day-to-day operations, social media activities and fan interactions as well as other video, photo and digital production
- Researched, designed and created information sheets for the state of Missouri on expanding broadband education and awareness as part of the MOBroadbandNow program, collaborated with local and state government officials to ensure the literature met their needs; also compiled and distilled Missouri Broadband Summit break-out session notes into formal report, matching the report design to previous literature
- Member of team that developed from scratch an on-line digital/visual prospectus for Barrow Hill Junior School, a school for grades 3-6 located in St. John's Wood, City of Westminster, England – copy, virtual tour via interactive map, videos, photo slideshows with audio; travelling to England to assist in gathering content – shot video, conducted interviews, took pictures – on-location over a 10-day period
- Assembled video and 'cut bumps' as production assistant for Totally NASCAR (a daily FOX Sports Net show), as well as compiled weekly clip reels according to producer requests as a production assistant for SPEED at-track shows – Trackside, NASCAR Performance, NASCAR This Morning

- Oversaw and assisted in the organization and maintenance of video library archives at NASCAR Media Group (formerly NASCAR Images) – logging, screening, labeling, tracking of and entered database information for archived assets dating back to the 1940s; created and quality checked requested footage tapes for in-house needs, outside clients
 - Implemented ‘triage-style’ system to organize incoming work orders, which led to increased archive department efficiency and reducing missed deadlines
 - Aided in the implementation and operation of the Digital Asset Management System, a state-of-the-art/industry-leading system, the largest of its kind at the time
- Created The iMedia Playbook (<http://www.theimediaplaybook.com/>), designed to provide custom digital marketing, social and interactive media consulting for individuals and organizations looking to enter the digital media space and enhance their online presence, producing a comprehensive game plan, a customized ‘playbook’ charting a course for iMedia use
- Consulted on social media for Baltimore, Maryland startup hahler.com – management of Twitter and Facebook pages; also wrote short “blog post-style” articles for the site
- Composed religion, entertainment and community news & notes sections three times a week as Clerk Reporter for The Charlotte Observer Gaston Bureau; oversaw office administration, organization and functioning of the Gaston Bureau

PROFESSIONAL DIGITAL, SOCIAL, INTERACTIVE MEDIA EXPERIENCE

- **Social Media Marketing Specialist/Insurance Broker**, Canton Agency, Forrest Hill, MD *2014 – pres.*
- **Social Media Ambassador**, Elon University, Elon, NC *2014 – pres.*
- **Social Media Assistant**, Hahler.com, <http://www.hahler.com/>, Baltimore, MD *2011 – 2012*
- **Contract work**, MOBroadbandNow, Missouri’s Broadband Initiative, Elon, NC & Jefferson City, MO *2010 – 2012*
- **New Media/PR Intern**, Washington Freedom, Women’s Professional Soccer, Boyds, MD *2010 – 2011*
- **Creator**, The iMedia Playbook – Custom Digital Marketing, Social and iMedia Consulting, Parkton, MD *2009 – pres.*
- **Digital/Visual Prospectus project team member**, Barrow Hill Junior School, London, England *2009 – 2010*
- **Website redesign project team member**, Champions Again, Raleigh, NC *2009 – 2010*
- **Library Assist./Duplication Assoc.**, NASCAR Media Group (formerly NASCAR Images), Charlotte, NC *2002 – 2005*
- **Clerk Reporter**, The Charlotte Observer (Gaston Bureau), Gastonia, NC *2002 – 2002*

ADDITIONAL EXPERIENCE – CUSTOMER SERVICE, RETAIL

- **Teller II**, 1st Mariner Bank, Lutherville, MD & Cockeysville, MD *2011 – 2014*
- **Teller II/Teller Supervisor**, PNC Bank, Hunt Valley, MD & Towson, MD *2006 – 2009*

EDUCATION & PROFESSIONAL DEVELOPMENT

- **M.A. – Interactive Media**; Elon University, Elon, NC, 2010, GPA 3.79
- **B.A. – Communications (Broadcast concentration) and Journalism; Minor – Leisure/Sports Management**; Elon University, Elon, NC, Magna Cum Laude, 2002, GPA 3.77
 - Internships – Motor Racing Network (MRN), Lowe’s (Charlotte) Motor Speedway
 - Public address announcer, Phoenix Athletics – received service award from the athletic department
 - Director of Softball Operations, Phoenix Athletics – planned, executed two new tournaments
 - Phi Psi Cli (yearbook), The Pendulum (newspaper), WSOE (radio), ESTV (television)
- **Certificate – eMarketing Essentials**; Community College of Baltimore County, Hunt Valley, MD, June-August 2014
 - Improving E-mail Promotions; Boosting Your Website Traffic; Online Advertising
- **Charter Member** – Baltimore Social Media Group
- **Attendee** – Mid-Atlantic Marketing Summit, 10/2012
- **Certification (in progress)** – Google Analytics
- **MD Insurance License** – Accident/Health & Life, 12/2014