ERIC WEGER

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WORK EXPERIENCE

IT Administrator II, Ascential Technologies (formerly Korvis Automation)   **May 2019 – Present**
- Manage over 300 computers, servers, and network systems in the company
- Provide internal IT support for all staff (e.g., technicians, engineers, management), and fill in for manufacturing technicians and electrical and manufacturing engineers in production as needed
- Program hardware specifications for controlling high-tech industrial 3D printers, and problem-solve machinery issues to prevent production delays
- Modify and debug custom programming of 3D printers for clients' projects
- Custom programming of internal record data analysis to compile automated ad-hoc reports
- Allocation of IT equipment and time to maximize business productivity

Operations and Marketing Manager, EasyPoint Flight Concierge   **Feb – May 2019**
- Developed backend system and processes to increase booking team's efficiency
- Identified and resolved delinquent accounts to reconcile high 6-figures of owed income
- Curated unified brand voice and strategies to use across sales, affiliate marketing, and social media
- Last line of escalation before CEO for all client issues escalated from our concierge team

Marketing and Business Consultant, Self-Employed   **July 2014 – Dec 2018**
- Collaborated with marketing directors, CMOs, and CEOs to build out marketing, analytics, and e-commerce technology stacks
- Outlined content and copy guidelines (e.g., custom marketing email templates with full breakdown functionality) to match brands' objectives, informed by business and market analyses
- Ran training sessions for internal teams to leverage analytics and paid digital ads to increase revenue
- Created overall marketing and digital product strategies, curated to the business goals of individual clients
- Hired to represent early technology startups at various events, including SXSW

Marketing and Brand Manager (Founding Team), Everfest   **Oct 2014 – Sept 2015**
- Built brand image by creating and curating content for all marketing channels (e.g., website, email, social media)
- Published custom coding email templates and widgets for partner websites
- Direct sales outreach to potential partners

Digital Media Buyer and Analytics Specialist, Integrate Inc.   **Oct 2013 – May 2014**
- Optimized and managed advertising campaigns with a focus on Google AdWords
- Consulted with clients to develop customized strategy and on-page optimization recommendations
- Authored AdWords Scripts for reporting and campaign automation, including automated creation and updating of over 300,000 keywords and 100,000 ads
- Managed approximately $500,000 monthly in client expenditures

Sales Associate, Best Buy   **April 2013 – Oct 2013**
- Led computer department sales by engaging customers to sell them the best computer for their needs and being a primary knowledge resource for all issues related to computers, components, and peripherals
- Received approximately 30% of entire store's monthly online customer experience surveys, all very positive

Engineering Intern, Avnet Inc.   **May 2012 – Aug 2012**
- Organized new Avnet LightLab and wrote all internal photometric and radiometric testing procedures
- Created custom test and demonstration fixtures for LED lighting components and devices
- Evaluated various LEDs and modules using custom test suites
- Analyzed test results and calculations to prepare reports for customers

Student Researcher, ASU Extreme Environments Robotics and Instrumentation Lab   **May 2011 – July 2012**
- Designed and constructed optical, mechanical, and electrical systems for the first man-made system to explore a subglacial lake in Antarctica
- Worked with researchers to integrate electrical, mechanical, and optics systems into a singular robotic system
- Tested components of/entire system in lab and field environments to identify and solve issues prior to deployment

SELECTED LEADERSHIP EXPERIENCE

Mentor, TechStars Startup Weekend (Austin, TX) 2015, 2016
- Nominated by local business executives to provide mentorship to competitors at TechStars Startup Weekend in Austin, TX.
- Provided feedback to approximately 20 teams on how to evaluate and validate their ideas' viability and marketability and how to quickly create an effective proof of concept

Treasurer (Founder), The Underground Foundation 2010 – 2013
- Developed a business model for the group as a founding member to promote local and internationally touring artists in the greater Phoenix metro area, from small independents to Grammy Award winners
- Created and managed foundation's website to drive marketing efforts and ticket sales
- Booked ~150 music and art shows for ~400 artists and bands
- Managed rotating volunteer teams amounting to up to 30 people

Intern Supervisor, Everfest 2015
- Oversaw a pair of interns who, along with myself, comprised the entire marketing team
- Trained interns in content creation and curation, social media targeting, and email marketing analytics

AWARDS & CERTIFICATIONS

First Place: TechStars Startup Weekend Winner (Austin, TX) 2015
Built a minimum viable product with marketing strategies and a business plan for a company to largely automate creation of a last will and testament and make them accessible to all without the need for a lawyer. This became a viable company that is still in operation to this day.

Third Place: TechStars Startup Weekend Winner (Austin, TX) 2014
Created a minimum viable product and marketing strategies for a concept to use gamification to encourage reading in children, focused on late elementary school when reading rates traditionally drop off. Won further mentorship and access to pitch for more resources at SXSW.

Google Certificates
- **Ads Search**: Build and optimize Google Search campaigns to meet marketing objectives
- **Ads Display**: Develop effective Google Display strategies to meet marketing objectives
- **Analytics**: Navigate interfaces, build tracking, set up dashboards, and create reports to inform business strategy

SKILLS

Technical Skills: PostgreSQL (Proficient) • MySQL (Proficient) • AWQL (Proficient) • Microsoft SQL (Proficient) • Front-end web development (Proficient) • HTML email development (Partial Mastery) • Python (Highly Proficient) • JavaScript (Highly Proficient) • R (Proficient) • Business Network Management (Highly Proficient) • Microsoft Active Directory (Advanced)

Soft Skills: Presentations/Public Speaking • Interdisciplinary Collaboration • Leadership & Teamwork • Networking • Personnel Management • Training

Tools: G Suite (Mastery) • MS Office (Highly Advanced) • Google Ads Editor (Advanced) • Salesforce (Advanced) • Microsoft Active Directory (Advanced) • Azure Cloud (Advanced)

EDUCATION

Arizona State University 2012
Major: Systems Design in Earth and Space Exploration Systems Design (3.49 Average GPA)
National Merit Scholarship ($23,000/year); Dean's Honor Roll (2009-2011)