

Eric Andrew Heikkinen

Work Statement

To nurture an online community through a company that underscores customer input and support.

Work Experience

Pligg LLC. Ocala, FL. 2005-Present

Online Community Manager.

- Founded the open source content management system Pligg CMS (www.pligg.com). Pligg's online community software has been used by thousands of users including Intel, PC Magazine, Viacom, and OpenDNS.
- Managed an online message board community of over 50,000 members.
- Produced marketing materials for blog and email campaigns; including graphics, videos and copy.
- Leveraged Twitter, Facebook, Digg, and other platforms to reach new users and market the company.

Avid Technology. Tewksbury, MA. May-September 2007

Digital Marketing Specialist.

- Developed a community website for users to share videos, tutorials, demo reels, and their portfolios with other members.
- Attended trade shows and Avid user group meetings as a company representative.
- Conducted interviews and produced instructional videos, demonstrating and promoting company products.

The District. Savannah, GA. 2006-2007

Webmaster.

- Designed and developed a website for a weekly newspaper utilizing PHP, MySQL, HTML, and CSS technologies.
- Worked with authors, artists, and designers to publish content to the site, meeting weekly deadlines.

Education

Savannah College of Art and Design. Savannah, GA. 2004-2007
Bachelor of Fine Arts
Emphasis in Video Production

References

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Skills Overview

Community Management

With years of experience in community management, I am able to lead online communities with diplomacy, advocacy, and affection. I have a solid understanding of multiple community platforms, systems and software. I am also capable of organizing events, competitions, and attending trade shows.

New Media Marketing

It is essential that companies create an online presence that can captivate their audience. Finding and maintaining that audience is my job, and new media marketing technologies like podcasts, videos, blogs, and message boards are my tools. I am familiar with emerging technologies that are capable of capturing the attention of new users. Furthermore, I can produce material that customers are able to relate to and understand.

Social Media Specialist

Social media marketing plays an important role in helping users decide what products to buy. My skills in crafting social media strategies using sites like Twitter and Facebook will not only improve a company's brand image, but it will result in more sales.

Computer Skills

Dreamweaver	HTML
Photoshop	CSS
Illustrator	PHP
Premiere	MySQL
After Effects	Javascript
Subversion	Microsoft Office
Digidesign Pro Tools	Keynote
Final Cut Pro	Mac & PC
Avid Media Composer	Computer Support