

# Eric Taylor

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## EXPERIENCE

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### **CBS INTERACTIVE – GAMESPOT, San Francisco, CA**

08/14 – Present

#### Associate Product Marketing Manager

- Manage custom content creation and execution across multiple business units and with international teams
- Own sold campaign performance from start to finish; optimize through asset reallocation and site changes
- Develop new and strategic ad products to create better user experience and more effectively monetize users

### **CBS INTERACTIVE – GAMESPOT, San Francisco, CA**

11/13 – 08/14

#### Associate Marketing Manager

- Managed newsletter creation, delivery, and reporting for all of GameSpot's 1.8+ million registered users
- A/B tested copy and creative; facilitated shared email integration across other business units
- Creative lead on all giveaways and promotional opportunities; copy, creative, prizes and fulfillment

### **MXDWN GAMES, Los Angeles, CA**

06/13 – 09/13

#### Lead Editor

- Lead copy editor for start-up games journalism website; hired multiple freelancers

### **TRUBRAIN, Los Angeles, CA**

05/13 – 06/13

#### Marketing Intern

- All-around scrapper; managed customer data, packaged and shipped product, developed email template

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## PROJECTS

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### **PIZZA HUT COMIC-CON SPONSORSHIP**

06/15 – 07/15

Led editorial, legal, marketing, product, sales, and video teams in developing and completing major activation on-site at Comic-Con. Coordinated logistics, crafted copy shared with millions, and managed content creation.

### **GAMESPOT SWEEPSTAKES PRODUCT MANAGEMENT**

11/14 – 01/15

Championed new product for client availability in January 2015. Tried product in November 2014 on PlayStation Experience Event. Success of campaign triggered two-week turnaround into product development.

### **GAMESPOT E3 2014 PEOPLE'S CHOICE**

06/14

Managed GameSpot's E3 People's Choice Awards. Created voting form, including custom designed imagery and copy. Collaborated with legal for rules and regulations. Executed prize fulfillment.

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## EDUCATION

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### **THE UNIVERSITY OF TOLEDO, Toledo, OH**

- MBA | Marketing | Graduated May 2013 – GPA: 3.8

### **OHIO STATE UNIVERSITY, Columbus, OH**

- B.E. | Civil Engineering | Graduated June 2011 – GPA: 3.0

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## SKILLS

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### **Basic**

Illustrator, Comscore, Javascript, PHP

### **Intermediate**

HTML/CSS, Responsive Email Design, Photoshop, WordPress, DFP, Salesforce, Keynote

### **Advanced**

Excel, PowerPoint, Asana, Omniture, Windows OS's, Mac OS X, Social Media, Send Grid