

# ERIC AABERG

## Social Media & Community Manager

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🌐 erictigerawr.com

📍 Dallas, TX (USA)



## EXPERIENCE

### Student Director of Esports

#### The University of Texas at Dallas

📅 08/2018 - Ongoing 📍 Richardson, TX - University of Texas at Dallas

As the Student Director of the Official Athletics Esports Program at The University of Texas at Dallas, I am responsible for our social media presence, branding, partnerships, tournaments, and public relations.

- Created a large known presence of the program in our first semester; generated over 1,500+ followers on our social media accounts.
- Established & maintained our programs' brand & social graphics.

### Social Media Coordinator for Departments

#### The University of Texas at Dallas

📅 09/2018 - Ongoing 📍 Richardson, TX - University of Texas at Dallas

As a Social Media Coordinator for 5+ departments at UT Dallas (Esports, School of Management, Spirit Programs, Student Life, Dining), I have grown and developed numerous accounts/voices within my university.

- Created & grew Student Life channels (5.5k+ following) within 1.5 years to become the university's most engaged social media account.
- Led Student Life's photography team & helped capture over 20,000+ photos in the 2020-2021 academic year from campus life.
- Helped connect thousands of students with their university's campus life, events, and community through numerous forms of digital media.
- Developed a marketing proposition to rebrand UT Dallas to a more "social & engaging" university (academic course assignment).

### Esports & Marketing Intern

#### Fan Guru (Eventology Solutions)

📅 05/2019 - 08/2019 📍 Dallas, TX

As an Esports & Marketing Intern at Fan Guru, I brainstormed ways our mobile & web app could integrate the addition of esports events and connect with the esports community as a whole.

- Assisted our Marketing Department's efforts on social media.
- Created a 70 Page Audit on our social media & marketing strategy.

## FIND ME ONLINE



Twitter

erictigerawr



Instagram

erictigerawr



LinkedIn

erictigerawr



Facebook

erictigerawr

## AWARDS



### Rising Student Star of the Year Award (2x), UT Dallas

Nominated for the Rising Star Award at UT Dallas, designed for students who have taken a leadership position in their freshman and sophomore years.



### Student Leader of the Year Nominee, UT Dallas

Nominated for the Student Leader of the Year Award, which recognizes the best of student leadership at UT Dallas.

Distinguishing qualities include strong leadership skills, impact on the UT Dallas community and involvement in a variety of organizations and activities both on and off campus.



### Student of the Year Nominee, UT Dallas School of Management

Nominated for the UT Dallas School of Management's Student of the Year Award, which recognizes a student who is considered an all-round excellent example of excellence in JSOM; excellent students, confident leaders and actively engaged in the school's student life.

## PASSIONS & SKILLS



Social Media Management



Digital Marketing & Brand



Graphic Design & Photography



Community Management