

ERIC AABERG

Brand Manager & TikTok Manager



@ contact@tgr.gg

erictigerawr.com

📍 Dallas, Texas

EXPERIENCE

TikTok Specialist

Complexity Gamings

📅 09/2021 - Ongoing 📍 Frisco, TX - The Star in Frisco

As our TikTok Specialist for Complexity Gaming, I lead our content & strategy for Complexity's TikTok Channel - creating engaging short-form video content seen by millions of users.

- Created, planned, and executed strategy for our TikTok Channel from the ground up.
- Increased audience by 435% in just 3 Months (+50,000 followers from Sept-Dec 2021).
- Reached 4.45M views within my first 3 Months at Complexity.
- Created strategy for our other social media platforms including Instagram & Twitter.

Head of Esports Department

The University of Texas at Dallas, Esports

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

As the Student Director & Head of the Esports Department at The University of Texas at Dallas, I am responsible for our social media presence, branding, partnerships, tournaments, and press.

- Grew our brand & name from the ground up as one of the strongest in the industry within just 3 years of being established.
- Managed a team of 15 paid student staff, 50 student-athletes, 30 volunteer staff, and 80 content creators within the university department.
- Coordinated partnerships with Logitech, Glorious PC, Sector 7 Energy, and more brands.

Social Media Coordinator Intern

Envy Gaming (Envy, Dallas Fuel, Dallas Empire)

📅 01/2021 - Ongoing 📍 Dallas, TX

As a Social Media Coordinator Intern for Envy Gaming, I help manage our 3 brands on social media platforms along with our social media team - including our parent brand and 2 franchises.

- Helped develop & execute unique social strategy based around capturing users and developing platforms.
- Creatively constructed social media deliverables for sponsors.
- Managed our active online communities and fanbase.
- Helped grow our TikTok Channel 35,000+ followers in first month.

Esports Intern & Brand Ambassador

Evil Geniuses

📅 01/2021 - 05/2021 📍 Seattle, WA - Remote

As an Intern and Brand Ambassador for Evil Geniuses, a tier-one professional esports organization, I lead and manage our collegiate community and create new company initiatives and activations.

- Community Managed our Discord Server of 4.5k members.
- Connected 500+ college students to the esports industry.
- Published resources, guides, and downloadable content.
- Created social media copy, graphics, and content.

FIND ME ONLINE

 **Twitter**
[@erictigerawr](https://twitter.com/erictigerawr)

 **Instagram**
[@erictigerawr](https://www.instagram.com/erictigerawr)

 **LinkedIn**
[/in/erictigerawr](https://www.linkedin.com/in/erictigerawr)

 **Facebook**
[/erictigerawr](https://www.facebook.com/erictigerawr)

AWARDS

★ DFW 25 UNDER 25 Dallas Business Journal

Named DFW's 25 Under 25 for social media & brand marketing, as well as leadership positions in 2021.

★ THE ESPORTS JOURNAL Featured Interview

Featured in The Esports Journal for experience in social media & brand management in 2021.

PASSIONS

📌 Social Media Management

🎮 Creative Marketing & Brand

🎨 Graphic Design & Photography

📌 Community Manager

MORE ABOUT ME

**NAMED DFW
25 UNDER 25**

FOR MARKETING, BRAND,
AND LEADERSHIP



MARCH
2021



SEPTEMBER
2021

THE
ESPORTS
JOURNAL

ESI
ESPORTS
INSIDER

The Dallas Morning News



FEATURED IN ESPORTS INSIDER,
ESPORTS JOURNAL,
DALLAS MORNING NEWS

LAUNCHED
DFW ESPORTS
COLLECTIVE

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