

# Eric Huemmer

1609 Pewaukee Road, Waukesha, WI, 53188

608-438-3350 | [erichuemmer@gmail.com](mailto:erichuemmer@gmail.com) | [LinkedIn profile](#)

*Excellent interpersonal communicator and project manager with a strong background in community engagement, public relations, and writing for business content.*

## **Employment**

June 2017 - Present	<b>Guarantee Digital</b> <i>Client Success Manager - Account Management Team</i> Support and manage the Account Management team to provide top-quality service for our client accounts while building stronger relationships with their media partners. Manage account assignments and ensure the onboarding process for new media partners is successful; act as the main point of contact for escalation and help resolve any issues with accounts; lead team meetings; help train new team members and introduce them to the company culture.  <i>Account Management Team Lead</i> Worked with the Client Success Manager as part of the Account Team to provide top-quality service for clients and media partners. Supported other account managers on issues before escalation. While managing my own accounts, also helped with the development and implementation of process improvements; helping train new team members and run company events.  <i>Digital Account Manager</i> Managed marketing strategy & SEO optimization for small to medium-sized businesses; coordinated with different departments to promote regularly scheduled social media; wrote additional copy and provided additional support.	Delafield, WI
September 2015 - October 2020	<b>Casual Game Revolution</b> <i>Editor, Casual Game Insider</i> Curated article creation for a trade magazine covering industry topics; supported authors with article direction and feedback; copyedited article drafts following the National Geographic style guide before sending it on to the editor-in-chief for layout; wrote articles, sidebars, and publisher interviews as needed.	Remote Work
May 2015 - March 2017	<b>Waukesha County Business Alliance</b> <i>Public Relations and Communications Coordinator</i> Created a cohesive communications plan and content that highlighted the Alliance programming and initiatives. Cultivated media relationships while highlighting business successes and issues facing Waukesha County. Managed the Schools2Skills™ program.  <i>Community Engagement Coordinator</i> Developed and supported community engagement opportunities that focused on business and economic growth in Waukesha County; planned and coordinated industry initiatives including Schools2Skills™ program, Waukesha MADE committee, MADE Career Fair, and healthcare career fair.	Waukesha, WI

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January 2014 - **Association Management Partners and Executive Directors** Madison, WI  
April 2015 *Digital Community Manager*  
Worked directly with the Control System Integrators Association (CSIA) to manage the development of the new Industrial Automation Exchange website. After launch, responsibilities included: sponsorship development, media outreach, promotion of the platform to new users, and provide customer service.

## Community Leadership

January 2016 - **Waukesha Education Foundation, Inc.** Waukesha, WI  
June 2019 *Board of Directors; Chair of the Marketing & Business Outreach Committee*  
Provided guidance and leadership to the organization. Responsible for creating the organization's brand guidelines, implementing the annual business sponsorship program, and growing WEF's presence with area businesses and community.

As Chair of the Marketing & Business Outreach Committee, directed annual sponsorship development; curated the overall communications strategy; created marketing materials, digital copy, and annual reports within a marketing budget established by the committee.

## Education

April 2016 **Leadership Waukesha County** Waukesha, WI  
9-month course on self-guidance and leadership skills; received continuing education credits from UW-Waukesha.

May 2010 **University of Wisconsin - Milwaukee** Milwaukee, WI  
B.A. English with Creative Writing emphasis, History minor

## Notable Activities and Accomplishments:

- **CSIA Exchange Website Design-Launch:** Coordinated the creation of a new CSIA commerce platform, including informational interviews and platform research; overall layout design and content creation; site testing from alpha through launch. Presented informational webinars, the initial preview having over 100 registered media attendees.
- **City of Waukesha's Rebranding Initiative:** Part of a rebranding steering committee for Downtown Waukesha, offering feedback and insight to a regional marketing firm.
- **Cyber Security Summit - Speaker 2015, 2016:** Presented on behalf of the Waukesha County Business Alliance about the importance of cybersecurity in the business world.
- **MADE Career Fair 2015, 2016:** With the Alliance, coordinated the first two annual MADE (Manufacturing, Automotive, Design & Engineering) career fairs for students at the School District of Waukesha and the Waukesha County Technical College.
- **Oconomowoc Programming Volunteer:** Regularly run a bi-weekly program for teens with the Youth Services librarian; chaperone additional teen programming (5+ years)

**References Upon Request**