

Eric Berto

P: 425.753.2222
E: ericberto@gmail.com
W: ericberto.com

SUMMARY

More than 10 years experience creating and implementing integrated communications strategies, executive messaging and digital storytelling for global technology companies.

SKILLS

- Media relations, social media, paid strategies and analytics
- Client, team and budget management
- Development of executive speaking and positioning platforms for top leadership
- Advanced HTML/CSS, WordPress and open-source CMS knowledge
- Analytics and measurement tools: Simply Measured, MOZ, and Google Analytics
- Innovative digital storytelling tactics for innovative tech and consumer companies

ACCOMPLISHMENTS

- 85% growth of social media channels and more than \$250,000 in revenue for global manufacturing company
- Created executive messaging and news agendas for Microsoft, ZTE, global manufacturing and software companies
- Led messaging platform and social media presence for Microsoft Surface
- Developed blogging strategy for multiple Microsoft business units
- Spoken at multiple conferences

EXPERIENCE

POSSIBLE — Contract Communications & Content Strategist

March 2017-May 2017

- Created an events and communications strategy for Uber as part of a driver relations program
- Developed channel strategy, email marketing plan and content calendar for internal and external events plan
- Led content strategy for relaunch of a Web-based resource for Uber drivers

RAM Mounts — Public Relations, Social Media & Content Manager

October 2015-February 2017

- Developed first-ever PR and social media plan for a 25-year-old company that resulted in more than 50 proactive articles and product reviews in trade and consumer outlets
- Created editorial voice for the company and drove executive communications that resulted in more than 84% growth across all digital and social media channels
- Managed paid advertising budget of more than \$150,000. This includes conceptualizing campaigns, leading ad development and measurement
- Generated more than \$250,000 in digital, social media and email marketing revenue

VOXUS PR — Program Director

June 2013 - October 2015

- Led public relations, analyst relations and social media programs across key accounts such WatchGuard, SOTI and ZTE
- Developed a multi-channel reviews and social media program for ZTE that resulted 100% buy recommendations
- Instituted a measurement system to accurately measure action-oriented metrics and results in order to correlate social media activity to sales

Waggener Edstrom Worldwide — Senior Account Executive

January 2010 - June 2013

- Lead global integration, executive messaging and digital strategy for Microsoft Surface and Windows 8 launches
- Instituted social media strategies, analytics methodologies and digital listening campaigns across Microsoft Research, BING, T-Mobile and Microsoft corporate teams
- Successfully completed a blog design and launch that netted more than 10,000 page views in the first 30 days

Right90 — Communications Manager

March 2009 - January 2010

- Developed and implemented communications strategy that generated approximately 60 percent of pipeline, representing more than \$100,000 in potential revenue and 15% growth in web traffic
- Launched Right90 Insights blog and built CEO messaging framework
- Launched Right90 Voices program, which encouraged VP-level employees to be engaged in numerous communities and contribute content

Etelos — Corporate Communications Manager

March 2006 - March 2013

- Managed public relations (including agency management), blogging and social media for publicly traded company that generated more than 2,000 blog and news mentions
- Managed more than 12 trade shows and events and arranged for more than six invited speaking opportunities for executive staff

Community Newspapers — Journalist

March 2004-March 2006

- Analyzed emerging trends and small- and medium-business issues in mid-size cities, relating those to a diverse readership
- Covered high school and semi-professional sports across more than 10 high schools and one community college
- Reported on diverse education issues across three school districts
- Pioneered community newspaper's approach to digital posting, including updating stories on the Web and adding digital elements

EDUCATION

Western Washington University

Graduated March, 2004

Double major in Journalism and Sociology