

Eric Shultz

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PROFILE

“What people want and why they want it.”

Everything I have done and all I wish to do centers around the above sentence. Beginning by competing nationally in a high school marketing competition, to combining university studies in Marketing (the what) and Philosophy (the why); to my first post-bachelors career in a retail management position for the most influential international brand. I perpetually work to improve my understanding of the above sentence. I seek to utilize a fusion of my abilities to better identify the consumer, the market, and the most effective means of communication.

EXPERIENCE

Keyholder, Apple Computer, Cincinnati, Ohio

Sept. 2003-Present

Initially, this position involved my being a sales leader in regards to dollars and metrics coupled with general opening/closing and customer service duties. Then the iPod exploded. Suddenly, I, as a part of the same size management team, am now leading twice the staff, triple the repair volume, and four times the sales volume. Now, “Sales Leadership” involves my having total control and awareness of the sales floor, rapid-fire decision making, and a presence in multiple locations at once. In two years, I have come up to speed quickly: learning the inner workings of retail; managing both a sales and technical staff; interacting with both consumers and business customers; organizing in-store events/classes/concerts; managing in-store visuals, the theater, and inventory; all while representing and understanding the Apple brand.

Disc Jockey, 97X-WOXY, Oxford, Ohio

Nov. 1999-July 2003

While living in Oxford, I took the initiative to become part of the legendary, nationally-recognized “Future of Rock and Roll.” At WOXY, I started as a music intern and worked my way up to part-time Disc Jockey. This labor of love for a small media business afforded experience in organization, promotions, and communication to a worldwide audience. Opportunity has left me with two avenues of participation with woxy.com, their online evolution: personally as a volunteer, and professionally with them as one of my Apple Computer business customers.

Technical Assistant, Miami University, Oxford, Ohio

Jan. 2002-May 03

Employed my skill to become the lone computer technician for the Luxembourg campus during my studies there. Later, I continued with shifts running computer labs in Oxford. Shifting to responsibilities with the Campus greenhouses involving horticulture and pamphlet creation.

Patient Recruiter, Hartford Research Group, Cincinnati, Ohio

May-Nov. 2001

The voice at the other end of the line for individuals responding to media ads on psychiatric pharmaceutical studies. Screening patients and maintaining databases of their information.

EDUCATION

Miami University, Oxford, Ohio 2003

Graduated in Marketing and Philosophy with other emphases in: International Business, Creative Writing, and Film. Supplemented my Miami experience by founding situationist collective MUthinks.org, organizing multiple campaigns and publications; running the Philosophy Club and its discussion group; residing as a part the self-governed Scholar Leader community; competing on the Forensics Team in the events of Extemporaneous and Impromptu speaking.

American Advertising Federation Milt Gossett Advertising Workshop, NYC 2003

One of six students selected nationwide for intimate exposure to the world of advertising via multiple firms with the retired chairman of Saatchi and Saatchi.

Technische Universitaet Berlin 2002

Small-group summer study of Die Frankfurter Schule (the academic birthplace of contemporary critical/social/media theory), Pre-Kantian Philosophy, and German Language.

Miami University John E. Dolobois European Center, Luxembourg 2002

Expanded my university experience with a semester residence studying International Business, International Marketing, and the environment and culture of the European Union.

SKILLS

Mac OSX, Windows 9x/2000/XP, MS Office, FileMaker, Apple Product Professional Certification, Digital SLR Photography, Radio Boardwork, Final Cut Pro, Logic Pro, SAP and PeopleSoft Usage

Outside of the above: I am a passionate, driven, and curious individual who loves immersion into all realms of exploration and information. Driven by a need for knowledge, understanding, and interaction with the world, I push things forward.