



ERIC BLOOM

eric@mobilemarcom.mobi

Mobile: 831.685.3742

DIGITAL MARKETER

- Web • Mobile • Social Media • SMS • Email • SEO • Analytics • PR

EXPERIENCE

Mobile Marketing Consultant

Mobile Marcom, Santa Cruz, CA, 2010-Present

- Mobile Optimized Website Design
- Social Media marketing strategy and execution
- SMS Text marketing campaign development, delivery and tracking
- Search Engine Optimization (Social, Local, Mobile)

Internet Marketing Consultant

Virtual Marketing Communications, Aptos, CA, 1994-Present

- Standards Compliant Website Design
- Search Engine Optimization (Web, Social, Local)
- Email Marketing campaign design, delivery and tracking
- Web Analytics implementation and analysis

Marketing Communications Director

Interphase Technologies, Inc., Santa Cruz, CA, 1987-1993

- Brand and Product Marketing for U.S. and European markets
- Press Relations, media kit development, trade show management
- Supervision and direction of ad agency, in-house staff and vendor development and production of advertising, PR, collateral
- Advertising, Collateral, Packaging, POP design

Graphic Designer

Eric Bloom Graphic Design, Santa Cruz, CA, 1981-1987

- Identity, Advertising, Publication, Collateral, Packaging design

Advertising Art Director

Good Times, Inc., Santa Cruz, CA, 1979-1981

- Supervision of newspaper art department staff ad design and production

EDUCATION

Stanford University, Palo Alto, CA, 1975-1979

- Bachelor of Arts, History

University of California Extension, Santa Cruz, 1993-1994

- Marketing Certifications - Interactive Advertising, International Marketing

AFFILIATIONS

NextSpace Coworking + Innovation