

ERIC SAIN • 703.380.8274

Copywriter / Content-Editor / Blogger / ericsain@gmail.com

EDUCATION

BS, Communications with a minor in English 2007 - 2010

Old Dominion University

Internet Advertising; Creative Writing; Screen Writing

Business Management 2006 - 2007

Saint Joseph's University

Accounting; Economics

WORK

Copywriter/Content-Editor/Blogger/Marketing 2013 - 2014

Ultimate Gaming

Very fast-paced and quickly changing work environment that required flexibility and on-the-spot decision making.

Worked closely on a daily basis with the Creative Director, SEO, and Customer Retention Manager on both Poker and Casino properties.

Built promotional, transactional, welcome and reactivation stream emails for both Casino and Poker databases in NJ and the Poker database in NV; this included HTML layout. Segmented emails to target specific player types to improve open and click through rates.

Created and edited copy for in-client banners, mailers, as well as print advertisements featured in Bluff, Card Player, and All In magazines.

Created engaging blog posts based on player interviews that explored their life in the poker world. Total Page Views for 2014: over 5,000 (Goals for page value not implemented at publication time).

Created witty and humorous general content on Ultimate Poker blog. Total Page Views for 2014: ~2,500 with page value of 12% above site average.

Professional Poker Player 2008 - 2013

Self-Employed

Traveled the world playing poker professionally after graduating from college. Exercised critical thinking and risk management skills in a fast-paced, highly volatile business environment that required the ability to multitask and analyze the situational and ever changing data presented to me. Experienced and immersed myself in new and different cultures. Made lasting friendships and bonds.

College Exam Prep Tutor 2011 - 2012

Huntington Learning Center

Tutored students on SAT and ACT college entry exams in essay formatting, comprehension, and writing. Helped students raise score levels on average 200 — 300 points. Provided necessary academic skills for college level work.

SKILLS

Content Writing
Marketing

Customer Acquisition
Wordpress

Customer Retention
HTML