

EDDIE METZGER

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EDUCATION

Ball State University, Muncie, IN

Master of Science, Information Communication Sciences

Expected: July 2020

Accelerated Graduate program at the intersection of technology and business.

Bachelor of Science, Advertising. Minors: Marketing, Entrepreneurial Management

May 2019

EXPERIENCE

Digital Corps Graduate Assistant/Team Lead | May 2019 - Present

- Lead the team of undergraduate students with in creative agency setting
- Produce digital marketing, digital advertising and public relations solutions
- Manage projects develop team building activities, train students and provide feedback on submitted works.
- Worked at Digital Corps as student employee since August 2015

Thank a Journalist Day | Ball State University | 2019

- Developed and ran national awareness campaign promoting local journalism
- Received official proclamation from State of Indiana
- 72,000 media video views on Twitter
- More than 300 unique tweets used “#thankajournalistday” hashtag, reaching all 50 states and 331,000 people in less than 24 hours with 97% positive sentiment.
- 721,153 unique visitors per month for total outlet media coverage

Digital Advertising Intern | Simpli.fi | Summer 2018

- Worked with Client Success Team to provide national advertisers with digital solutions
- Used Salesforce CRM to interact with clients
- Developed digital advertising campaigns for enterprise level clients
- Executed campaigns using digital retargeting, geolocation, and addressable geofencing.

Cardinal Metrics President | Ball State University | 2016 - 2019

- Served as organization president and led team of students to gather website and social media analytics for clients on and off campus.
- Worked with real-world clients such as Visit Indy and the Academy of Model Aeronautics
- Aligned key insights with data to provide recommendations for clients
- Used Google Analytics, Adobe Analytics, Parse.ly, Twitter and Facebook Insights

KNOWLEDGE OF + SKILLS

- Google Analytics (Certification)
- Facebook and Twitter Analytics
- Google AdWords
- Basic WordPress + HTML and CSS
- Networking Essentials
- Basic Statistics
- Agile + Scrum Methodologies
- Cyber Security Essentials
- Wireless