

*The best way to predict
the future is to create it.*

– Peter Drucker, et al

Looking for ...

- Creative challenges in content development, marketing, strategic communications, marketing & sales support
- Opportunities to make things happen through envisioning, strategy development & planning, smart work, customer response
- Advocacy support

Strategies & tactics ...

- Inbound/atraction marketing
- Content strategy & planning
- Persona development
- Buyer Journey mapping
- Experience mapping

Tools ...

- Word, Excel, PowerPoint, Acrobat Pro, Mac, PC
- Lightroom, Photoshop, iMovie
- WordPress, Wix, SEO, metatagging, Surveymonkey
- OneNote, Google G-Suite
- AP Style

Eric Grimm

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Professional Overview

A strategic leader who understands the crucial requirements of innovation in sales, marketing, media, and business planning to succeed: always focus on the customer, the audience, the end user who makes it all go.

Key Skills

- Vision, strategy, execution
- Excellent writer/editor
- Collaborative leadership
- Imaginative narrative support
- Web, social media conversations
- Creative photography

Career History

Director of Communications: 1998-2018

CBA, the Association for Christian Retail

- Unusual long-horizon employment with increasing responsibilities, from news & feature writer/editor to industry initiatives facilitator to strategic plan developer to director of business trade association.
- Led task forces to develop and implement industry supply chain standards, address digital-product transitions.
- Created marketing plans, researched and developed personas
- Introduced e-media to the company and industry, including e-newsletters, web communications, webinar training, and more.
- Researched and produced annual industry report on retail trends, products, and technology.
- Led company database team to develop workable database, including process and procedures, data integrity, KPI reports.

Contracts and Gigs

Colorado Springs Business Journal

- Received first place award in business feature writing
- Wrote and edited monthly “Blueprints” new-construction tabloid

Senior Times

- Wrote, edited, reported on senior living issues, legislation, health, activities, planning, etc.

Marnett Inc.

- Content development, editing, photography for family of publications focusing on minority issues.

News Media Positions

- Advanced from beat reporter/photographer to city desk editor at *Santa Monica Evening Outlook* (California).
- Partner in newspaper chain with four branded community newspapers.