

Eric Dean White

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education

B.S. Marketing & Management, *The University of Missouri*

A.A. Fine & Performing Arts, *American Academy of Dramatic Arts, New York*

employment history

The Saint Louis Art Museum (2011-2014, 2016-present)

One Fine Arts Drive, Forest Park, St. Louis, MO 63110 314-721-0072 slam.org

Visitor & Member Services team member for the SLAM Development Dept. Sell SLAM memberships to patrons and educate patrons on the benefits of SLAM membership. Implement special exhibitions & permanent exhibits on a daily basis. Prepare visitors on what to expect with their experience at SLAM, answer questions, provide support for guided audio tours, sell tickets to exhibits/events, answer phones and ensure that each visitor to the museum has an enjoyable experience.

Shakespeare Festival St. Louis (2014-2015)

5715 Elizabeth Avenue, St. Louis, MO 63110 314-531-9800 sfstl.com

Marketing & Communications Manager. Manage all branding and identity pieces (print, web, social media, etc.) for Shakespeare Festival St. Louis that relate to all festival programming (main stage production in Forest Park, Shake38, Shakespeare in the Streets, Education Tour, camps, workshops and all education programs). Manage and coordinate all vendor relationships including printers, IT, etc.

Switch, liberate your brand (2005-2010)

6600 Manchester, St. Louis, MO 63139 314-206-7700 liberateyourbrand.com

Advertising account executive/project manager for the ABInBev account for Switch. Service accounts & maintain ongoing relationships with clients for the following depts: Busch & Natural brand families, Budweiser family, Corporate Social Responsibility, Sales Promotion/Trade Marketing, Latino Marketing, Industry & Government Affairs, Corporate Communications, etc. Coordinate day-to-day project direction between clients and work internally with Switch creative team to deliver on target creative and marketing campaigns. Work within all Switch internal departments to coordinate projects from initial concepts to completion. Ultimately present to clients final concepts and creative. Propose budgets to clients for approval & do final billings as project manager for a wide variety marketing projects for ABInBev. Product lines worked on include: POS, print, outdoor, radio, events, digital, mobiles, etc. Also, some experience in market/trend research and focus groups. In addition, worked on various new business accounts & pitches apart from ABInBev work, as needed.

Joe Craig Photography, Inc. (2003-2005)

444 North Walnut, Dexter, MO 63841 573-624-2645

Photograph clients, manage Joe Craig Black Label studio, design custom art projects for clients, create & implement marketing & promotional programs, assist in conducting educational photographic seminars & workshops for various professional photography organizations, assist in consulting work for companies including FujiFilm, Sears Portrait Studios, H&H Color Lab, and Glamour Shots to update their photo systems and marketing plans.

American Academy of Dramatic Arts (2000-2003)

120 Madison Avenue, New York, NY 10016 212-686-9244 aada.org

Represent AADA for recruitment, promotion, & audition purposes across the USA and parts of Canada & Europe. Counsel incoming domestic & international students on requirements & qualifications needed for acceptance. Maintain prospective student database, implement & manage AADA's student housing program, assist in content design of school website, promotional materials & brochures. Coordinate direct mailings & follow up mailings to prospective students, hire & manage students for work-study programs.

Sound Associates (2001–2003)

Infrared Division, 424 West 45th Street, New York, NY 10036 212-582-7678

Represent Infrared Division of Sound Associates and distribute hearing assistance devices for patrons at various Broadway theatres, maintain equipment and keep stock records for kiosks at each Broadway theatre, handle equipment and audio problems that occur during live performances.

The Late Show with David Letterman (2000)

Ed Sullivan Theatre, 1697 Broadway, New York, NY 10019 212-975-6643

Prep, coordinate, and seat audience of 350 to prepare them for nightly show, distribute requested tickets to potential audience members, give warm up talk to entire audience just before start of show to get them in fun & excited mood for live taping.

skills & interests

All Microsoft Office software, PhotoShop, digital photography layout & design, social media platforms, painting, drawing, and acting (have performed in various plays, flim, TV, commercial & voice-over projects in Missouri, Illinois, and New York). Member of SAG-AFTRA and Actors' Equity Association unions. Emergency Team member for Switch (trained in CPR and emergency preparedness).

****references available by request****