

ERIC TABONE

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National Public Radio
Boston

To Whom It May Concern,

I am formally applying to the position of Product Manager at National Public Radio.

For the last several years, I've worked as a manager and strategist at digital agencies and am now looking to transition client-side at a renowned organization such as National Public Radio. On a personal level, I believe passionately in NPR, as an objective and highly relevant source for national & local news, as an upper echelon content provider, and as a digital innovator. I've been a listener since the age of 11, contributor since the age of 18, and can honestly say there is no American brand of which I would be prouder to be a part.

Most recently, I've had the unique opportunity to work at Undercurrent, a digital consultancy providing strategies to the challenges and ambitions of C-suite leaders at complex organizations such as Pepsi, Ford, GE, and Disney. During my tenure at Undercurrent, my contributions aided in the agency's rapid growth, with a three-fold increase in size and revenue doubling year-over-year. As Operations Manager I focused on organization-wide resource management, communication facilitation across all roles and departments, and all short-and long-term operations. Undercurrent requires a unique strategic approach to how it manages growth and change, and my role was crucial in scaling it seamlessly and efficiently.

Prior to Operations Manager I was Senior Producer, where I managed client engagements firsthand – most notably, the year-long digital awareness campaign, the Ford Fiesta Movement. Working directly with JWT/Team Detroit and Ford, Undercurrent's role was leading all initial and ongoing strategy and co-managing campaign orchestration. The result was over 250,000,000 digital impressions, thousands of Ford Fiesta preorders, and widespread acknowledgement of the power of social media to brands and consumers.

As a precursor to Undercurrent, I gained an immense amount of managerial experience and technical knowledge at some of the best independent interactive production agencies. At Big Spaceship and Domani Studios, I managed deeply immersive and technologically advanced campaigns involving websites, online games, and ARG's, for brands such as NBC Universal, AMC, Sony, Adobe, and VitaminWater. I led the coordination and oversight of the entire production process, from initial scope & strategy, to IA/UX and design, to development, QA, and post-launch.

As a manager and producer, I handle ranging and complex teams, from the part-time intern to the fully-vested partner. My roles have involved constant strategic communication while continuously improving existing systems and processes. I continue striving for the characteristics in which I believe a manager should embody: responsibility, leadership, adaptability, and honesty. And I feel strongly that I possess both the direct and transferable skills necessary to soar as NPR's ideal Product Manager.

Thank you very much for your time and consideration.

Sincerely,
Eric Tabone