ERIC TABONE

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SEPTEMBER 6, 2010

Northeastern University

Boston

To Whom It May Concern,

I am formally applying to the position of Assistant Director of Communications, Social Media at Northeastern University.

This age of accessible, emerging digital technologies and social media is an incredibly exciting time. Over the last several years, I’ve been immersed and evolving in the dead-center of it all, working on the forefront of digital production, strategy, and social media. Most recently, I’ve had the unique opportunity to work at Undercurrent, a consultancy that provides digital strategies and digital worldviews to the challenges and ambitions of C-suite leaders at complex organizations, such as Pepsi, Ford, GE, and Disney. In my time at this young agency, I’ve aided in its rapid growth from a 10-person start-up, to a 25-person (and still growing) highly-trusted and regularly relied-upon firm, with doubling revenue year-over-year.

My first role at Undercurrent, as Senior Producer, was managing individual client engagements firsthand; most notably Undercurrent’s – and much of social media’s – flagship campaign, the Ford Fiesta Movement, a 10-month program to drive awareness around the launch of the 2011 North American Ford Fiesta. 100 social media experts – prominent YouTube personalities, bloggers, influential Twitterati, etc. – were given a Ford Fiesta, free gas and insurance, loads of technology, and exclusive activities with which to have fun and talk about online. Working directly with Team Detroit (JWT) and Ford, Undercurrent’s role was heavy, leading all initial and ongoing strategy, and co-managing orchestration. The end result was over 250 million digital impressions, thousands of Fiesta preorders within the first weeks of availability, and widespread acknowledgement of the power of social media on brands, fans, and consumers.

Recently at Undercurrent, I’ve taken on an internal position (Operations Manager) where I focus heavily on organization-wide resource management, communication facilitation across all roles and departments, and the short- and long-term operations of the agency. Undercurrent is unique in its operations and its culture, and requires a strategic approach to how it manages growth and change. This role is crucial in scaling Undercurrent seamlessly and efficiently, through delicate resource management systems, process improvements, and constant communication with colleagues.

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 Domani Studios and the highly-lauded industry leader Big Spaceship, I managed the development of several deeply immersive and technologically advanced 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 channels and processes. And I continue striving for the characteristics in which I believe a manager should embody: responsibility, leadership, adaptability, trustworthiness, and honesty.

Attached with this letter is my resume, which describes my professional history in further detail. Please feel free to contact me at any time.

Thank you very much for your time and consideration, and I hope to hear from you soon.

Sincerely,

Eric Tabone