

Eric Mueller

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EXPERIENCE

Electronic Marketing Coordinator/Web Designer, 2006-present

Science Museum of Minnesota – St. Paul, MN

Maintain and continuously improve marketing presence on museum's Web sites; design, develop and edit main museum Web site. Design, edit, transmit and track public e-mail vehicles; maintain and increase e-mail lists. Communicate changes and Web updates to approximately 50 internal clients. Develop and execute plans to market Web sites and e-mail vehicles. Market the museum and its programming through Web banners and other paid electronic vehicles. Assist the Creative Director with graphic design projects.

Direct Marketing Associate, 2004-2006

Science Museum of Minnesota – St. Paul, MN

Identified communities, organizations and special audiences for the museum and its offerings, and created cost-effective and targeted ways to reach those audiences. Supervised writing, production and distribution of targeted promotional vehicles, including brochures, business letters, postcards and e-mails. Maintained membership department Web pages and assisted with other branches of Science Museum Web site.

Membership Assistant, 2003-2004

Science Museum of Minnesota – St. Paul, MN

Provided excellent customer service as primary representative for Science Museum membership program. Responded to member inquiries and coordinate all administrative tasks for membership department. Assisted with membership and marketing campaigns. Maintained membership Web pages and assisted with other branches of Science Museum Web site.

Independent Web Developer, 2002-present

St. Paul, MN

Create and maintain Web sites for small to medium-sized businesses and non-profit organizations. Collaborate with clients to create visually attractive Web pages and develop effective online marketing strategies. Research each site's Internet visibility potential.

Department Lead, 2002-2003

Mervyn's – Maplewood, MN

Supervised, managed and executed key processes that support driving sales and profit; coordinated, executed and supervised the general merchandising of the children's clothing department; provided on the job training and coached team members to deliver strong merchandising presentation and other related items.

Web Editor, 2000-2002

The Gustavian Weekly, Gustavus Adolphus College, St. Peter, MN

Designed and maintained online edition of college student newspaper; responsible for converting print edition to the web with use of HTML, Dreamweaver, and Photoshop programs.

Church Organist for the past thirteen years, playing for Sunday services, weddings, funerals, and special services. Guest organist for several churches in the Twin Cities metro area.

EDUCATION

Bachelor of Arts, Gustavus Adolphus College, St. Peter, MN, June 2002
Management Major, Music Minor