

# ERIC RADER

**CREATIVE SALES & MARKETING /  
TECHNOLOGY / BUSINESS STRATEGY /  
INNOVATION / LEADERSHIP /  
SOCIAL MEDIA**



## WORK EXPERIENCE

**AgriLogic Insurance Services, LLC** – Overland Park, KS  
**National Marketing Manager** / 2013 - 2017

Manage all aspects of marketing for a \$180 million dollar crop insurance company. Provide creative direction, development and strategy for all marketing initiatives. Manage all social media and digital marketing. Implement new innovative ideas which led to several marketing breakthroughs and a competitive advantage in a regulated industry.

### Selected Accomplishments

- ★ Maintained steady growth of marketing department and increased output while reducing overall budget by 43%
- ★ Directed sales and marketing campaigns that increased overall premium by over 30%
- ★ Led company from local and regional advertising to national level by utilizing strategic connections and events
- ★ Managed large scale events and created sales follow-up plans
- ★ Provided creative direction and ideas for reaching targeted new agent prospects

**Mighty 8<sup>th</sup> Media** – Buford, GA

**Director of Business Development** / 2011 - 2013

Assist a wide range of clients in marketing and creative design initiatives including but not limited to: creative web design, digital and traditional marketing, branding, social media, business / marketing plans, App Development, Non-traditional/ viral marketing ideas.

### Selected Accomplishments

- ★ Won key accounts with the State of Georgia as well as many other well known local and national brands
- ★ Managed monthly marketing campaigns for retainer clients and maintained 60% of recurring monthly revenue
- ★ Worked closely with design team on all projects

**Lucas Group – Military Division** – Atlanta, GA

**National Account Executive** / 2010 - 2011

Connecting transitioning military veterans from Non-commissioned ranks all the way up to Senior Military Officers, into corporate careers.

### Selected Accomplishments

- ★ Led Military Division in lead generation activity through multi-faceted, comprehensive methods
- ★ Applied sales and marketing principles to various custom and private recruiting events
- ★ Managed multiple clients across all regions and markets such as; automotive, aerospace, electric/electronic, manufacturing and medical technology



## CONTACT



615-642-5112



Eric@ericrader.com



1466 Sylvan Cir NE  
Atlanta, GA 30319



[linkedin.com/in/ericrader](https://www.linkedin.com/in/ericrader)



## CORE QUALIFICATIONS

- + **Creative Relationship Building**
- + **Sales / Technology Training**
- + **Digital Marketing**
- + **Innovative Thinking**
- + **Trade Show / Event / Conference Planning**
- + **Focusing on Actions and Outcomes**
- + **Insight from Unexpected Sources**
- + **Inspiring Others with Hands on Leadership**

# ERIC RADER

---

**ADT Security Services** – Nashville and Chattanooga, TN  
**District Sales and Marketing Manager** / 1998 - 2010

Led a team of 30 regional sales representatives in assisting commercial business owners with custom integrated security solutions including: electronic security, digital video recorders and camera systems, access control, remote applications and automation and asset protection systems. Provided training for all new employees and maintained the top technology team in the company. Participated in several pilot programs that led the way for new technology to be implemented throughout the company.



## Education

**Bachelor of Science – Psychology**

**Middle Tennessee State University**  
**Murfreesboro, TN**

Area of study – Psychology, English and Sociology



## Memberships/ Associations/ Certifications

- Artworks! Gwinnett – Committee member – Volunteer group tasked with the goal of bringing awareness to the arts community in Gwinnett county Georgia
- NAMA Member – National Agri-Marketing Association
- Brookhaven Fields Civic Association – Board Member - Marketing
- Georgia Agri-Business Council – Member
- Minnesota Crop Insurance Conference – Planning Committee
- Google Certificate of Online Marketing Proficiency. (Search, Ad-words, Email, Social Media, Display, Video, e-Commerce, SEO, SEM, Geo-targeting and Analytics)



## PROFESSIONAL AND DIGITAL PROFICIENCY SKILLS

- + **PHOTOSHOP**
- + **ILLUSTRATOR**
- + **INDESIGN**
- + **EXCEL/ NUMBERS**
- + **WORD/ PAGES**
- + **POWERPOINT/ KEYNOTE**
- + **MAILCHIMP/ HTML EMAIL**
- + **SALESFORCE**
- + **POLL EVERYWHERE**
- + **SURVEY MONKEY**
- + **HOOTSUITE**
- + **SOCIAL MEDIA**
- + **GRAPHIC DESIGN**
- + **BRAND DEVELOPMENT**
- + **STRATEGIC NETWORKING**
- + **SEO**