

# ERIC BUDZINSKI

## Sunlight Technologies, Inc.

November 2013 - January 2015

### *Marketing Manager*

- Created all branding and promotional materials
- Supplied potential clients with sales brochures and assisted in securing sales
- Established an electronic presence via social media and web platforms
- Supported staff in creating and maintaining inventory system

## EZVille, Ltd.

August 2005 - September 2014

### *Vice President (2012-2014)*

- Coordinated participation in yearly exhibits at Natural Products Expo West
- Appeared on national and international television promoting various products
- Oversaw FDA-compliant nationwide voluntary recall
- Maintained relationships with wholesale and retail client base

### *Sales, Marketing & Design Coordinator (2005 - 2012)*

- Instrumental in overseeing an increase in sales of \$750,000+ monthly
- Managed social media and web presence for six natural product brands
- Designed product labels and packaging, sales brochures, advertisements for press usage and brand logos
- Worked with domestic and international accounts to integrate products into the market
- Oversaw all aspects of managing a small office staff

## Honors

- Honorary member, Kiwanis Club of Patchogue, June 2014

## Freelance Experience

### *Eric Budzinski Design (2013 - Present)*

- Complete Branding & Online Presence: Bass & Brew, Contemporary Tile & Marble, Unique Ceremonies by Lauren
- Web Design: National Rental Services (natrent.com)
- Tap handle design and creative consulting: Brickhouse Brewery, Patchogue NY
- Marketing: Successful campaigns to increase participation in Kiwanis Club of Patchogue's charity events and social media
- Brand Identity & Management: Sunlight Technologies, Inc., Solo Slim® Advanced Dietary Supplement, Soooo Sweet!®, Intoxidote

## Education

Adelphi University, Garden City, N.Y.

- B.A. in Art/Graphic Design (minor in Business) May 2005; Graduated Magna Cum Laude with honors in art

## Computer Skills

- Adobe CC Suite, Adobe Acrobat Professional, MS Office, Mac OS X, Windows 7, Quickbooks, HTML

## Online Presence

Online Portfolio: [www.ericbudzinski.com](http://www.ericbudzinski.com)

Facebook: [/EricBudzinskiDesign](https://www.facebook.com/EricBudzinskiDesign)

Twitter: [@budzinskidesign](https://twitter.com/budzinskidesign)

LinkedIn: [Eric Budzinski](https://www.linkedin.com/in/ericbudzinski)

Behance: [/ericbudzinski](https://www.behance.net/ericbudzinski)