

Eric Sain | Legitimate Businessman

Henderson, NV | 702.530.5750 | Eric@LegitimateBusinessman.com | LegitimateBusinessman.com

Knowledgeable and engaging Copywriter and Digital Marketer with 12+ years of experience in strategic customer activation and retention initiatives. Proficient in Adobe Photoshop and Illustrator, with working knowledge of HTML5 and CSS, and currently learning Python.

Extensive experience using ChatGPT4 for various tasks, leveraging prompt engineering techniques to obtain the quickest and best results possible for specific queries. Ready to apply a well-rounded skill set to innovation and growth in the digital space.

Professional Experience

Acquire Interactive | Henderson, NV

Email & SMS Marketing Manager | July 2022 - March 2023

- Developed and executed email and SMS marketing campaigns, optimizing targeting and messaging to drive customer engagement and retention
- Crafted compelling copy and designed visually appealing graphics for marketing materials, ensuring consistency across all channels
- Collaborated closely with compliance teams to ensure appropriate wording and adherence to industry regulations and guidelines
- Worked with data analysts to design and run A/B tests, using data-driven insights to optimize campaign performance and improve open rates, click-through rates, and conversion rates

Mean.Cards | Henderson, NV

Owner / Creator | August 2020 - Present

- Design and publish online greeting cards, using digital expertise to create engaging E-commerce products
- Uphold high-quality customer service standards, providing design assets and marketing collateral using an understanding of layout capabilities and limitations
- Perform market research to determine customer interests and needs, determining the scope and budget of multiple projects while seeking opportunities to implement process improvements for each campaign

Professional Poker Player | Las Vegas, NV

Self-Employed | January 2021 - July 2022

- Developed and refined advanced poker strategies, consistently performing at a high level in various online and live poker tournaments
- Demonstrated strong decision-making and risk management skills, effectively analyzing and adapting to ever-changing game dynamics
- Excelled in time management and self-discipline, dedicating numerous hours to practice, study, and review to improve performance continuously
- Cultivated vital emotional intelligence and interpersonal skills, successfully managing stress and maintaining composure during high-stakes games
- Utilized data-driven approaches, leveraging poker analytics software and tracking tools to identify areas for improvement and optimize play

Heavy Bold | Las Vegas, NV

Co-Founder and Operator | August 2015 - December 2020

- Oversaw creative agency for multiple industries, working closely with and helping manage a high volume of clients per year
- Designed and built WordPress websites, generated email flows, created and managed digital and print advertising copy.

Reflex Media Inc | Las Vegas, NV

Product Manager / Copywriter / Email Marketer | January 2015 - December 2015

- Specialized in digital marketing skills for online dating space, collaborating with CEO to manage and create content, emails, and user flow for over three dating sites
- Leveraged strong interpersonal, problem-solving, and research skills, maximizing profitability and site loyalty

Ultimate Gaming | Las Vegas, NV

Copywriter / Email Marketer | October 2013 - October 2014

- Collaborated with Creative Director, SEO, and Retention Managers, boosting Poker and Casino properties
- Boosted engagement by building promotional/transactional/welcome/reactivation email streams

- Created/edited copy for in-client banners, mailers, and print, increasing the visibility of advertisements that consistently exceeded goals

Core Competencies

Copywriter, Content Writer, Copy Editor, Digital Marketing, Web Design, Graphic Design, Proofreading, Accuracy, B2B, B2C, SEO, SMS Marketing, Compliance & Regulations, A/B Testing & Optimization, Cross-functional Collaboration, ChatGPT, Prompt Engineering

Technical Skills

Adobe Photoshop, Adobe Illustrator, WordPress, MailChimp, Intercom, Mandril, Klaviyo, HubSpot, Mac OS, HTML5, A/B Testing, CSS, Creative Suite, AWS Pinpoint, Python (in progress)

Education/Certifications

Bachelor of Science in Communications, Old Dominion University
30 Hours in Business Management, Saint Joseph's University