

CONTACT

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WORK EXPERIENCE

Greenfield Multimedia / Nail Professional Group LLC

August 2004 — Present

Owner / Digital Consultant / Web - Marketing - Training

In 2004, Eric formed Greenfield Multimedia and currently runs its successor - Nail Professional Group - a multi-faceted consulting company - including full-service website administration, web design, content creation, all forms of digital presence - including email marketing, social media, site user analysis, instructional design, computer-based training, infographics and other professional services.

He has over 10 years of partnering with various companies and departments on professional and retail strategies. He also has over 15 years of expertise in all aspects of the food-retail business, in addition to the same in IT methodologies.

Responsibilities include:

Marketing

Harveys 2007-Present

Harveys-Supermarkets.com Website Administrator 2011-Present

- Oversee and maintain all digital marketing initiatives and objectives.
- Full-service production of: developed code, production images and user forms.
- Provide full site analysis to determine effectiveness/success rates of strategies.
- Agency for online sweepstakes. Examples of highly successful promotions include: two years of the Luke Bryan Farm Tour, Big Game (Super Bowl) Deli Platter sweeps, Moon Pie sweeps and more.

Harveys KeyMail Weekly Email Coordinator 2012-Present

- Create and deliver weekly email content - including writing copy, modifying/creating images, maintenance of user database.
- Propose, create and support printable coupons.

Harveysfor.me Pinterest Recipe Site Coordinator 2012-Present

- Align Pinterest strategies and provide the interactive landing page for many of Harveys recipes.

Reid's Groceries

ReidsGroceries.com Website Administrator 2009-Present

Reid-Mail Weekly Email Coordinator 2013-Present

ShopReids.com Pinterest Recipe Coordinator 2013-Present

- Scope of Work for Reid's marketing programs is nearly identical that of Harveys (above).
- Designed Reid's website from origin and maintained its programs up to its current state.

Food Lion 2004-Present

Digital Specialist 2004-Present

Assist Food Lion Digital Marketing Team on ever-changing initiatives and strategies, including: general site content, private-label ideas, strategy sessions, conference delegations and co-partnered CPG strategies.

- Shoppers' Companion Weekly email - develop/provide web coupons for print-at-home coupons.
- Create/develop/deploy online games for special marketing events. Received five consecutive mentions in Supermarket News for successful games. Examples include:
 - <http://supermarketnews.com/latest-news/food-lion-game-celebrates-grilling-season>
 - <http://supermarketnews.com/latest-news/food-lion-adds-new-internet-game>

FoodLion.com/Espanol Developer 2008-2011

Designed/coded Food Lion's Spanish-speaking website. Worked with Spanish & Local Marketing to provide marketing support for events and social media.

Instructional Design - Associate Training - CBT

Delhaize Group 2004-Present

Spearheaded Food Lion's CBT program. Produced over 120 training programs.

Recent successes include:

International Training for Ethical Business Principles 2011-Present

Working with Senior VP of Legal Affairs to produce an interactive, role-playing course on dealing with ethical issues, understanding local and international guidelines and procedures for reporting violations. We have produced it now in eight different languages. The progressive approach has been well-received.

Security Awareness Program 2012-Present

Collaborating with Info-Security team to produce over ten imaginative and impactful training programs dealing with current topics like: Mobile Device Security, Secure Passwords, Social Engineering & more.

Intranet - Human Resources - Corporate Communications - Category Initiatives 2004-Present

- Successful re-design and navigational re-structuring of US operations intranet.
- User-Interface design of internal programs - life-cycle inventory, Real Estate tracking, Shrink Initiative.
- Multiple HR campaigns - rollouts of retail strategies, benefits changes, new-hire information, etc.
- Corporate Communications - press releases, timing of SEC releases, Sarbannes-Oaxley.
- Category/Retail internal email & training campaigns - Private label education, new branding strategies - Butcher's Brand Beef, 1855 Pork, Produce Identification, among others.

Delhaize America / Food Lion LLC

November 1998 — July 2004

Senior Multimedia Specialist / Senior Analyst

Initially hired as a corporate trainer in 1998, Eric was added to the Web Team to begin implementing Food Lion's expansion into the digital age (due to previous experience in the Seattle startup explosion.) Served on many "working groups" to identify strategies/opportunities in various new networking possibilities.

As a consequence, he noticed the lack of a corporate intranet and worked with his manager to begin developing and recording these opportunities in a working intranet - Food Lion's first (which is still currently in use, although greatly expanded). Later, he was sent to Belgium to establish Delhaize Group's international corporate intranet (2002).

Designed/Administered DelhaizeGroup.com corporate site 2002-2004. Maintained it in 3 languages: English, Dutch & French.

Re-designed/coordinated all aspects of FoodLion.com from 1999-2003.

Established Food Lion's initial CBT program in 2001. Worked with Subject Matter Experts to write, produce and implement nearly all of Food Lion's entry-level retail positions (including: service clerk, scan analyst, customer service and more) and many of their corporate and retail manager-level courses.

Major CBT accomplishments were:

- Worked with the Legal Department to create a Sexual Harassment CBT which saved \$100K+ dollars in reduced Legal Team work-hours and being able to track when users completed the training, which reduced lawsuits at the retail level.
- Created a Manager-on-Duty Virtual Store Walk to allow manager-trainees the ability to familiarize with all aspects of store management decision-making before working on the retail floor, greatly reducing errors.
- Created a virtual Service Clerk CBT which allowed inexperienced baggers the opportunity to learn how to correctly bag groceries according to Standard Practices, which provided immediate and impartial feedback on problem areas.

Cybermeals.com / Food.com

August 1996 — October 1998

Corporate Trainer

Established corporate training program for Seattle-based internet startup Cybermeals.com. (They are the predecessor to Domino's and Papa John's current online ordering system - was bought by a San Francisco-based venture capital group, broken up and sold in 1998. The ordering system was separated from the content, which is now food.com).

- Learned and wrote curricula for eight different jobs, including: digital geographic mapping, data entry, website graphics, voice systems, quality control and other proprietary job functions.
- Trained all new incoming employees.
- Gave presentations at trade shows and venture capitalist meetings.

EDUCATION

Secondary Education - Social Sciences

— Graduated December 1995

Clemson University, Clemson, South Carolina

Completed a BA in Secondary Education. President of Clemson Graphic Arts Society, 1993.

INTERESTS

- In 2007, published a young-adult novel called *The Wave Wranglers and the New Order of the Pyramid*.
- Won the 2009 Pearson Prize - a Toronto-based high-school initiative to promote reading. The novel was chosen for the Platinum Medal out of more than 500 entries.
- Avid surfer, musician and reader.
- Craves chocolate chip cookies.

REFERENCES

References available upon request.

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