

# ERIC BAKER

## Summary

A highly motivated self-starter with a strong business and technical background, equipped with exceptional public speaking skills and a knack for delivering excellent customer service. Adept at simplifying complex technical problems and streamlining operations through effective systems implementation. Proven experience in operations management and a successful track record in building and maintaining a significant social media presence.

## Professional Experience

**Dade City Wire, Dade City, Florida**  
**Editor in Chief**

**09/22 – 01/23**

- Founded and led a news outlet with a multi-channel presence, including a podcast, print newspaper, social media, and website
- Developed a business model and created a comprehensive business plan
- Managed financial operations and prepared accurate financial forecasts
- Built a team of skilled freelance journalists and photographers, effectively collaborating and delegating responsibilities
- Grew the social media presence to over 2,400 followers and consistently generated over 20,000 monthly social media engagements
- Achieved over 100,000 podcast downloads, demonstrating a strong and engaged audience
- Designed and managed a website with over 17,000 organic views
- Established partnerships and collaborations with event managers, city leaders, and local business owners to increase exposure and drive growth
- Delivered engaging and informative speech to the local Kiwanis Club
- Reported on field events and interviews, wrote articles, and took photographs
- Edited and selected content for publication, displaying strong editorial skills and attention to detail
- Created and edited high-quality audio and video content for distribution
- Established over 50 local distribution locations for the print version and distributed 8,700 total newspapers, demonstrating strong marketing and distribution skills
- Successfully coordinated a Kickstarter campaign

**The Art of Business, Tampa, Florida**  
**Podcast Host**

**01/22 – 09/22**

- Founded and led a long-form interview style podcast with a focus on entrepreneurship
- Leveraged social media and word-of-mouth marketing strategies to effectively advertise the podcast, resulting in a growing audience
- Sourced, scheduled, and interviewed a diverse range of entrepreneurs, including local restaurant owners, the head of the Merchants Association, and an active City Commissioner
- Conducted extensive research on guests and wrote insightful and engaging scripts for each episode, showcasing strong research and writing skills
- Produced 18 high-quality podcasts with accompanying video content
- Achieved over 20,000 downloads within 8 months of launching, demonstrating the popularity and success of the podcast
- Built a network of local business owners in Dade City, displaying strong networking and community-building skills

- Tampa, FL 33604
- 850-545-7936
- eric@ericpaulbaker.com

## SKILLS

- Operations management
- Business development
- Financial planning
- Marketing & advertising
- Multi-Industry experience
- Technical background
- Strategic social media usage
- Systems improvement

## EDUCATION

**Florida State University,**  
Tallahassee, Florida  
Bachelor of Science,  
**Information Technology**

**Hillsborough Community College,**  
Tampa, Florida  
Associate of Arts,  
**Computer Science**

Phi Theta Kappa Officer,  
V.P. of Communications

Honors Institute Officer,  
Marketing Coordinator

## CERTIFICATIONS

CompTIA Network+

CompTIA Security+

# ERIC BAKER - Continued

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## Professional Experience

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**Reliable Resellers, Tampa, Florida**  
**President**

**05/21 – 01/23**

- Founded a successful e-commerce business with impressive gross sales of over \$250,000
- Managed a profitable eBay store, consistently growing the business through targeted marketing and advertising campaigns
- Established efficient sourcing and distribution networks, streamlined the inventory system, and leveraged the power of social media by creating a YouTube channel to document the journey of my business

**University of Tampa, Tampa, Florida**  
**Systems Administrator / Information Security Analyst**

**01/17 – 05/21**

- Expertly managed and maintained a VMWare ESXi environment with over 180 servers, supporting an Active Directory with over 8,000 users
- Collaborated with 3rd party vendors to resolve technical issues and served as the team lead on projects and initiatives
- Implemented advanced security measures such as Microsoft Defender Advanced Threat Protection, SSO SAML applications in Okta, and network security scans using Rapid7
- Proficient in automating tasks using PowerShell and API calls and assisted in mitigating campus-wide malware outbreaks
- Migrated DNS from Level 3 to Azure, and monitored system backups using Backup Exec, VRanger and VEEAM
- Played a key role in achieving ISO 27001 certification for the University and implemented Bit locker and LAPS
- Used SCCM to deploy software packages to all labs and classrooms, monitored security patch distribution, and served as an escalation point for technical support staff

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