

Eric Laine

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Product Development | Marketing Strategy | Client Relationship Management

Resourceful and analytical professional with over 9 years of extensive experience in product management, client relations, and digital marketing. Specialized in social media strategy and content marketing with a proven track record of driving revenue growth, customer loyalty, and brand awareness. Adept at identifying opportunities for organizational growth and championing efficiency, profitability, and innovation. 8 years of experience living and working in Asia, with expertise in APAC market expansion. Seeking a career in Edtech as a product development manager.

KEY ACCOMPLISHMENTS

- Accomplished entrepreneur in China, spearheading the successful launch and management of an English language school chain; overseeing the development of 8 education curriculums that generated \$300,000 in revenue.
- Developed an innovative education app tailored for online teaching, student homework management, and reading activities to address course consumption challenges during the pandemic. This solution led to a 25% increase in cash flow, effectively mitigating financial losses and further enhancing student learning outcomes.
- Cultivated a substantial online presence with a 200,000-strong follower base on Chinese social media, strategically leveraging digital platforms for brand promotion and community engagement. Recognized as a successful education influencer.
- Produced and edited 300+ engaging educational videos for English language instruction, enhancing learning experiences and building a valuable resource library that benefited millions of Chinese students.

CORE COMPETENCIES

Business Development | Social Media Management | Content Creation | Video Production | Multilingual

Customer Success | Adaptability | Strategic Planning | Leadership | Communication | Learner | Achiever

PROFESSIONAL EXPERIENCE

NEBULA EDUCATION | REMOTE | 2020 – PRESENT

Education Influencer | Social Media Manager

Modernized teaching strategies, building a robust online community with over 170,000 followers on TikTok, expanding brand presence across platforms, and driving tangible sales with 80 new clients through targeted campaigns.

- Engagement & Content Strategy:** Spearheaded the creation of an educational, and captivating social media presence. Curated diverse content forms, enhancing follower interactivity and brand affinity, resulting in an enriched online community environment.

- **Live Streaming Initiatives:** Pioneered the streaming of events and interactive dialogues, offering English language education and cultural insights, captivating audiences exceeding 150,000. Enhanced cultural exchange, comprehension, and audience engagement through real-time digital interactions.
- **Influencer Collaborations:** Forged strong alliances with key influencers and brand ambassadors, integrating them into an overarching social media strategy. Amplified online visibility and brand credibility, contributing to sustained digital engagement.

NEBULA EDUCATION | FUZHOU, CHINA | 2018 – 2023

Business Owner | Chief Education Officer | Chief Marketing Officer

Launched and expanded a chain of English language schools to 3 locations, developing an educational app and leveraging social media to enhance brand visibility and student engagement, establishing a robust market presence with 300 students.

- **Revenue Generation:** Navigated the financial aspects of running an educational institution, achieving \$8,000 in monthly revenue post-expenses. Balanced operational costs with innovative service offerings to ensure consistent profitability and financial health.
- **Business Management:** Responsible for business facets from social media marketing to sales and operations, showcasing adeptness in managerial capacities; ensured business coherence, goal alignment, and seamless functioning of organizational layers.
- **Team Leadership:** Led a team of 13 educators and 7 administrative personnel, fostering a collaborative work environment. Encouraged professional development and skill enhancement, leading to high team retention and operational excellence.
- **Product & Service Launches:** Deployed 11 unique educational products and services, addressing gaps in the market. Responded to consumer demand with high-quality offerings, spurring business growth and reinforcing the company's market position.

SOUTHWEST UNIVERSITY | CHONGQING, CHINA | 2014 – 2017

English Teacher

Dedicated to educational excellence by delivering ESL and linguistics courses, adapting methods for diverse learning styles, and actively contributing to curriculum development, fostering a nurturing learning environment.

- **Instructional Excellence:** Delivered ESL and linguistics courses to classes with 40-60 undergraduate and graduate students. Used a variety of teaching methodologies to address learning styles, enhancing student comprehension and engagement.
- **Curriculum Development:** Developed and instituted lesson plans and ancillary educational materials tailored to curriculum standards; contributed to an interactive learning experience, facilitating a deeper understanding of linguistic concepts.

EDUCATION & PROFESSIONAL DEVELOPMENT

Saint John's University | GPA 3.5 | Bachelor of Arts, Major: Asian Studies, Minor: Chinese and Education

Southwest University | Chongqing, China | Study Certification: Global Business, Mandarin Chinese

Ongoing Professional Development | Salesforce | ZoomInfo | Adobe Photoshop | Google Analytics

LANGUAGES

- **English** (Native) | **Mandarin Chinese** (Fluent)

LICENSURE AND CERTIFICATION

- **Licensed Substitute Teacher** | Issued 2023
- **TEFL Certificate** | Issued 2013

AWARDS

- Awarded '**Top 100 Brand**' recognition by Liaoning TV station in Shenyang, CN in August 2019, underscoring exceptional impact and influence in regional education. This achievement drove a 25% growth in business impact, fortified our reputation, and spurred a 30% increase in positive sentiment, along with a notable 20% uptick in partnerships.
- Acknowledged with a Letter of Appointment for '**Significant Contribution to Society**' from The City of Ying Kou in June 2018, highlighting the positive impact on the local community.

COMMUNITY INVOLVEMENT

- Special Olympics Minnesota – volunteer
- Men of Saint Joseph's Fellowship – member
- St. Joseph Business Guild – member

To whom it may concern,

With over a decade of diverse experience in education, EdTech product management, curriculum development, and social media strategy, I am excited about the opportunity to contribute to your team and help drive innovation and growth.

During my time as the founder and leader of Nebula Education in Fuzhou, China, I successfully launched and expanded a chain of English language training schools. I managed a dynamic team of 20 staff members and over 280 students, demonstrating my ability to oversee operations, ensure financial sustainability, and generate substantial revenue. My experience in developing 11 innovative educational products, including an app that facilitated online 1-1 teaching, homework management, and grading, underscores my commitment to leveraging technology to enhance learning outcomes.

I have a proven track record of driving brand visibility and engagement through strategic social media campaigns. A notable achievement includes orchestrating a social media campaign that amassed 170,000+ followers on Chinese TikTok, significantly boosting our brand's presence. Additionally, I produced and edited over 300 engaging educational videos, creating a valuable resource library that benefitted millions of students.

In my role as an APAC Business Expert, I have nurtured client relationships, fostered team growth, and achieved significant improvements in market penetration and profitability. My strategic planning and operational management skills have been key to launching 11 successful products and ensuring the financial health of my business.

My passion for education and technology, combined with my ability to develop and execute effective marketing strategies, makes me an ideal candidate. I am eager to bring my expertise to your team, helping to develop your products and enhance your online presence and engagement.

I would welcome the opportunity to discuss how my background, skills, and passions align with the needs of your team. I look forward to the possibility of contributing to your organization.

Best regards,

Eric Laine