

# Eric W. Hansmann

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**Education** B.A. in Speech Communication, minor in Geology  
Allegheny College, Meadville, PA, 1983

M.S. in Integrated Marketing Communications  
West Virginia University, Morgantown, WV, 18 hours completed

**Experience** 2016 - Event Coordinator, Paso del Norte Institute for Healthy Living (IHL)  
Contracted with The University of Texas at El Paso

Executed a successful Healthy Eating Active Living event (HEAL U) to raise obesity awareness among regional health professionals and the general public with 190 registrations.

- Coordinated meetings to create event name and branding
- Worked with UTEP facilities staff to plan event needs
- Gathered cost details and coordinated special events for IHL partners
- Gathered cost details and coordinated orders for materials; programs, giveaways, etc.
- Created PowerPoint presentations and coordinated printing of other materials
- Crafted and sent news releases to local media
- Created post-event HEAL U summary document to assist with future event planning

2014-2015 - Volunteer, Insights El Paso Science Center

- Assisted with Prehistoric Park exhibit at a local shopping mall
- Compiled organizational and marketing suggestions for a brand reboot
- Assisted with various tasks in upgrading new facility

2012-2013 - Interim Project Manager

Contracted with The University of Texas at El Paso

Collaborated in planning for UTEP to join the Academic Institutions for Military Students (AIMS) Network, which eases transfer admission of military-affiliated students.

- Planned and crafted marketing messages to attract partner institutions
- Guided planning and implementation of multiple focus group events
- Parsed and compiled focus group data for presentation
- Planned and coordinated a meeting of representatives from eight partner institutions
- Coordinated regular meetings with personnel and key stakeholders
- Supervised a five-member team
- Created quarterly reports and a memorandum of understanding for AIMS Network partners

2011-2012 - Marketing Consultant

Contracted with Ted Clark & Associates, New Paltz, NY

- Created and coordinated 13-worker call center to execute regional health care surveys
- Hired, trained, and supervised personnel
- Advised and mentored SUNY-New Paltz business students on the call center staff
- Solved technical issues
- Refined data
- Created daily progress reports

- Experience** 2011-2012 - Volunteer with WFNP, SUNY New Paltz College Radio
- Advised students on the operation of a college radio station
  - Directed an extensive music library reorganization
  - Mentored student administration staffers and on-air staff
- 2002-2009 - Senior Admissions Counselor  
Undergraduate Student Recruitment, West Virginia University, Morgantown, WV
- Efforts generated an estimated annual gross income of \$20M for the institution
  - Coordinated travel to college fairs, high schools, and visits with prospective students and their families
  - Advised students and families about academic requirements
  - Communicated information about the university, including non-academic issues regarding life in West Virginia
  - Maintained over 200 Admissions and Records web pages
  - Reviewed and edited web content
  - Pulled and parsed data for WVU enrollment specialists
- 1985-1998 - CEO, CFO, COO (Owner and Manager)  
Back Street Records, Morgantown, WV
- Owned and managed a retail outlet with gross annual sales over \$200K
  - Determined and implemented policies and procedures
  - Set short and long term goals and budgets
  - Selected and supervised employees, including employee mentoring and professional development
  - Maintained financial relations with bankers, accountants, and suppliers
  - Designed the interior retail environment
  - Coordinated advertising and promotion
  - Advised WWVU (U92 FM) on music and programming
  - Mentored WWVU student disc jockeys
- Avocational Web** Created interactive websites for hobby manufacturers and events. Advised on marketing issues; wrote and distributed marketing email blasts; coordinated weekly blog posts; assisted with on-site event coordination; presented historical research.
- 2015-Present - Resin Car Works website and blog  
[www.resincarworks.com/index.htm](http://www.resincarworks.com/index.htm)
  - 2010-Present - RPM-East Railroad Prototype Modeler Seminar  
[www.hansmanns.org/rpm\\_east/index.htm](http://www.hansmanns.org/rpm_east/index.htm)
- Selected Avocational Writing** Notes on Designing, Building and Operating Model Railroads  
<http://designbuildop.hansmanns.org/>
- “RPM-East meet report,” *Railroad Model Craftsman* (June 2013): 46-48.  
PDF: [www.hansmanns.org/rmc\\_hansmann\\_201306.pdf](http://www.hansmanns.org/rmc_hansmann_201306.pdf)
- “Three Crossings at Newburgh,” *Layout Design Journal* (Vol. 46, Spring 2012): 4-10.  
PDF: [www.hansmanns.org/ldj\\_hansmann\\_46.pdf](http://www.hansmanns.org/ldj_hansmann_46.pdf)
- “Keep Something Running,” *Railroad Model Craftsman* (July 2011): 46-48.  
PDF: [www.hansmanns.org/rmc\\_hansmann\\_201107.pdf](http://www.hansmanns.org/rmc_hansmann_201107.pdf)
- “Serving West Virginia’s Glass Industry,” *Model Railroad Planning* (January 2001): 48-54.  
PDF: [www.hansmanns.org/mrp\\_hansmann\\_2001.pdf](http://www.hansmanns.org/mrp_hansmann_2001.pdf)