

Eric Wahl

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PROFESSIONAL PROFILE

Writer, marketer, and consensus-builder with a background in education seeking a position within an organization that wants to be an integral part of people's lives. I want to leverage my wealth of skills and experience to contribute to the public good.

SKILLS

- Managerial and supervisory experience across a variety of settings
- Outstanding written and verbal communications skills
- Content and technical writing and editing, print and online marketing and promotions, creation and distribution of institutional email newsletters, design and oversight of promotional materials
- Large scope project management
- Educational design and implementation, pedagogical theory and practice, and structuring curricula for a wide variety of learning styles and education levels
- Expert level Standard Operating Procedure development, implementation, and training within the framework of large institutions and businesses
- Proven track record of measurable sales successes and related reporting
- Excellent organizational skills inclusive of guiding and managing performance of students and direct reports
- Dedication to public service and community engagement
- Highly knowledgeable in DEI initiatives, education, and implementation strategies
- Knowledgeable champion of sustainability efforts in large institutions
- Institutional equipment appraisals, auctions (live and online), auction design, implementation, and promotion
- Adobe Creative Suite, WorkDay and related programs and applications
- Website administration, editing, and maintenance, particularly using HTML and Drupal
- Expert-level skills in instructional presentation, explaining processes to others, and getting buy-in
- Experience with balanced scorecards and related metrics and reporting in large-scale institutional, retail, and public service settings
- Strong familiarity with Lean initiatives and processes
- Excellent editing and proofreading skills
- Quick learner
- Earnest practitioner of good humor, fair play, and a dry Kansas wit

EXPERIENCE

United Soccer Coaches, Kansas City, MO

09/2024 – 01/2025

Marketing and Communications Manager - contract

I was honored to be asked to lead a team of graphic designers and audiovisual artists on a singular mission to ensure dynamic marketing for the United Soccer Coaches 2025 convention in Chicago happening January 8 - 12. Our collaborative efforts enjoyed a significant jump in ROI over the previous convention, and we operated ahead of our registration goals. In my role, I worked directly with a variety of soccer organizations including U.S. Soccer, MLS, the NWSL, the USL, Deutsche Bundesliga, Serie A, the Scottish FA, and more to ensure marketing design alignment and creation of partner graphics. I wrote CTA scripts for FOX Soccer and NBC Universal and worked with my team to create a series of videos to honor our Hall of Fame inductees. We used Microsoft Teams, Sprout Social, Pardot, WordPress, Canva, CapCut, and Joomag to accomplish most of our

tasks. My team was responsible for the United Soccer Coaches 2025 convention website available here: <https://unitedsoccercoachesconvention.org/>

Self-employed, Seattle, WA and Kansas City, MO

Writer, Speaker, Aortic Health & Genetic Testing Advocate 12/2022 – present

While working on a book about my brother, family, and grief, I have travelled across the country speaking about my brother's life and career, advocating for aortic health and family genetic testing, and supporting Grant's legacy in soccer writing and support for American soccer. I have written and voiced a video segment for CBS Sports, published essays about my life during this time, guested on several podcasts, appeared in TV interviews, radio, and print media, and narrated the audio book of my brother's best writing, *WORLD CLASS*. Too, I am a volunteer Aorta Advocate for The John Ritter Foundation for Aortic Health.

University of Washington Surplus Property, Seattle, WA 11/2010 – 09/2023

Program Coordinator, Copywriter, Marketer, and Sales Facilitator

Project management for special equipment sales, vehicle sales, and auctions. Project management of initiatives from physical building signage to departmental promotional materials inclusive of swag and advertising. Development and implementation of a wide variety of standard operating procedures crafted for UW Surplus staff. Writing, editing, and maintenance of the popular UW Surplus website, social media feeds, weekly newsletters, print advertising, & mailers. Compelling copywriting for UW Surplus Store that garnered significant media attention. Public appearances as an ambassador of UW Surplus at sustainability events and in local news media. My work brought millions of dollars back to the University.

I devoted significant time, energy, networking, and study to help build and take active part in the UW Facilities Workforce Equity Group (WEG). For the past three years and counting, the WEG has affected positive change toward our goals of increasing diversity, equity, and inclusion awareness within UW Facilities through listening sessions, training seminars, staff climate surveys, and the successful hiring of a professional DEI consultancy currently hard at work shaping the direction of UWF's evolving DEI efforts.

During my entire tenure at UW Surplus, I worked directly with key stakeholders at UW Athletics and UW Recreation to handle their high volume of surplus goods inclusive of strategic planning for large projects, removal and warehousing of massive pieces of equipment, auction sales of large and special equipment, and special sales directly to the public. Examples: Annual clear-out & sale of the previous-season's licensed athletic gear, management & facilitation of a special onsite auction of the football team's lockers, facilitation of the auction sale of the suspension scoreboard in the basketball pavilion, and management of auction sales of large Daktronics scoreboards, soccer goals, regulation NCAA mobile basketball goals, historical memorabilia, and more.

My self-generated marketing drives supporting public causes included our annual Giving Tuesday, a food and supplies drive to benefit local endeavors such as Harvesters International and the UW Student Pantry. I was nominated to helm the UW Facilities Services (our umbrella organization) Annual Employee Giving Drive for 2016; I solicited a wide variety of unique donations for an internal online auction that I coded & loaded for items like homemade pies, event tickets, and signed sports memorabilia with all proceeds going to local charities.

Borders Books, Inc., Bozeman, MT, Redmond, WA, and Lynnwood, WA 2006 - 2010

Service Manager, Inventory Supervisor, and Loss Prevention Audit Compliance Agent

Oversaw and maintained inventory at multi-million-dollar-per-year stores. Managed and encouraged performance of direct reports and larger teams to ensure timeliness of duties, accuracy of stock, and proactive customer service. Managed all shipping and receiving and related reporting. Experience with Planograms and other visual merchandising guides.

Headwaters Academy, Bozeman, MT

2002 - 2004

Head of English, English and Geography Teacher

Designed and implemented a rigorous English curriculum for grades 6 – 12. Responsible for managing, mentoring, and assessing student performance and achievement at this outdoor-education-focused private school.

The University of Idaho Department of English, Moscow, ID

1998 - 2001

Instructor

Taught 8 sections of College Writing & Rhetoric, 1 section of Introductory Fiction Writing, and co-taught 1 section of Advanced Fiction Writing. Responsible for designing lessons, managing and assessing student performance, and reporting student progress. Fiction editor of the MFA program's literary magazine, *Fugue*, which required focused project management for deadlines and printing and distribution schedules.

Emporia State University Department of English, Emporia, KS

1996 - 1998

Instructor

Taught 2 sections of Composition I and 6 sections of Composition II. Responsible for designing lessons, managing and assessing student performance, and reporting student progress. Authored two chapters of *The Emporia State Freshman Composition Manual*, 2nd edition.

MEDIA

- I narrated the audiobook version of an anthology of my brother's writing, *World Class: Purpose, Passion, and the Pursuit of Greatness On and Off the Field*, by Grant Wahl, edited by Mark Mravic & Alexander Wolff, with a foreword by my sister-in-law, Dr. Celine Gounder. World Class has been released by Ballantine Books in the U.S.: <https://bit.ly/4baW5ce>
- CBS Sports Pride Month segment for *We Need to Talk*: I was approached by CBS Sports to write, film, and do voiceover for this segment honoring my brother. Filmed at Children's Mercy Park in Kansas City, KS. Produced by Dave Anerella for CBS Sports: <https://vimeo.com/834759016>
- Aortic health segment filmed with Dr. Celine Gounder for the John Ritter Foundation for Aortic Health: <https://bit.ly/3vHvN1m>
- Profile in UW's *Columns* magazine's "Character Counts" section: <https://bit.ly/2DfJgzd>
- Feature from the front page of *The Seattle Times*: <http://bit.ly/1DVohvw>
- Feature from *The Seattle Post - Intelligencer*: <http://bit.ly/1Ds6WsX>
- Feature on KOMO news: <http://bit.ly/2bd9B59>
- Feature from NPR station KUOW's "On the Record" with Ross Reynolds: <http://bit.ly/1EtnSAW>

RECENT PUBLICATIONS

- Essay for United Soccer Coaches, "Making Memories, Passing Torches": <https://bit.ly/3CrAZKu>
- Essay for Molly Knight's Substack, *The Long Game*, "One Year After Grant": <https://bit.ly/47138Ry>
- Nominating essay in the book *The Heart of Genetic Counseling Award*, "Our Unexpected Ally," presented by Invitae for The National Society of Genetic Counselors: <https://bit.ly/3vGIwBg>
- Short story, "Tagger," featured in UW's The WholeU: <https://bit.ly/1uNbUj4>

EDUCATION

MFA in creative writing: The University of Idaho, Moscow, ID

MA in English literature: Emporia State University, Emporia, KS

Secondary English teacher's certification: Emporia State University, Emporia, KS

BGS in English, minor in history: University of Kansas, Lawrence, KS