

Eric Mills

Digital Marketing Professional with 10 Years of Experience in Training & Development at
Minneapolis, MN, US

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the National Institute for Social Media

Biography

Throughout his career, Eric Mills has been creating unique training experiences that transform organizations, employees, and students. As the founder of the National Institute for Social Media (NISM), Eric helps those who are passionate about social media find the core skills and confidence they need to develop a career in the social media industry. Prior to founding the National Institute for Social Media, he was an education program director, responsible for developing college-level career training programs in a variety of industries including manufacturing, health care and information technology. He developed and managed over 600 college training programs, helping over 4,200 students develop and enhance essential job-related skills and create new opportunities to find employment. Eric also identified that an increasing number of employers and participants were interested in programs that centered on topics of social media. Many of these individuals were actively seeking employment in the industry. As a response, in 2011 he founded the National Institute for Social Media (NISM), an organization dedicated to professional social media education and certification. Since founding the National Institute for Social Media, Eric has had the unique opportunity to: - Provide the keynote address at the 2012 Social Media Masters Forum in the Middle East and Delaware Social Media Conference - Administer certification training sessions as an instructor at colleges and universities across the United States - Be featured in the South Carolina Business Journal, the Pittsburgh Tribune-Review and the Peter McClellan Radio Show. Eric is also a long-distance runner, and triathlete. He has completed marathons, triathlons, and an Ironman in Couer d'Alene Idaho. His personal mission is to lead, teach, and inspire individuals to apply specific principles to social media, to produce real results.

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Media - Online, Education/Learning, Social Media

Areas of Expertise

Training & Development, Social Media, Business Development

Affiliations

Social Media Brekfast, Social Media Club (Middle East)

Event Appearances

6 Keys to Business Success in Social Media
Social Media Masters Forum 2012

The 9 Building Blocks of Social Media Strategy
Tamkeen Expo 2013

Social Media & Mobile Technology - Expert Panel
MobCon 2012

Social Media Strategic Planning Process
eGovernment Authority Technology Expo 2013

Education

Winona State University
Bachelor of Science Business Administration, Human Resource Management

National Institute for Social Media
Social Media Strategist Certification Social Media

Accomplishments

Founder, National Institute for Social Media
The first organization to offer a standardized industry certification for social media professionals

Completed an Ironman Triathlon
Completed 2.4 Miles of Swimming, 112 Miles of Biking, and 26 Miles of Running in the Couer d'Alene Ironman (2011). BONUS: At the finish line I proposed to my then girlfriend -- now wife.

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