

Eric T. Tung

Social Media Strategy + Content + Training at Eric T. Tung

Humble, TX, US

Social Media Strategy Consultant, Trainer, Speaker and Doer

Biography

Eric T. Tung is a social media manager, strategy consultant, advocate, speaker and blogger. As a social media manager at BMC Software, he is responsible for social media communities across two hundred-million dollar lines of business. BMC is the 10th largest independent software company in the world, and is a component of the NASDAQ-100 and S&P-500. Eric's experience includes communications, marketing and sales for Apple, Dell, Applied Materials, Newell Rubbermaid, The Home Depot, and the world's largest power producer, GDF SUEZ. He has also worked for another dozen companies on a consulting or project basis and has experience listening, measuring and engaging with tools such as Salesforce Marketing Cloud/Radian6. Eric has been recognized as a top influencer in Social Media by Forbes, and was recognized as being an "instrumental contribution" to winning the J.D. Power & Associates Customer Service Award for Excellence. He has been featured by The New York Times, Fox, American Public Media, VentureBeat, PRWeb, and is a contributing blogger for Radian6, Social Media Ledger, Synthesio and others. Eric has over 40,000 personal connections in his networks, is one of the 27 most followed people on Twitter in Houston, and was one of the early adopters on Facebook, Twitter and Google +. A graduate from The University of Texas at Austin with a Bachelor's of Business Administration in Marketing, Eric is an active member of the online marketing community in Houston. He has also served as an organizer for the annual Texas Children's Hospital Cure Kids Cancer Radiothon, raising over \$3 million for children's cancer research. He is an active fundraiser for the MS-150 ride to cure Multiple Sclerosis and The St. Baldrick's Foundation, to help cure kids' cancer.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Health Care - Services, Direct Marketing, Advertising/Marketing, Social Media, Media - Online, IT Services/Consulting, Computer Software, Energy

Areas of Expertise

Online Marketing, Digital Marketing, Twitter, Facebook, Social Media, Lead Generation

Affiliations

Houston Interactive Marketing Association, American Marketing Association, National Association of Asian American Professionals, Social Media Breakfast Houston

Sample Talks

Can You Hear Me Now?

How important is listening in Social Media? It really is the first step in social media strategy, engagement and more. Find out best practices, and some worst practices for Social Media listening.

Event Appearances

Can You Hear Me Now: Social Media Listening

EUCI Social Media

Social Media Content Strategy for Mobile

EUCI Mobile Technologies for Utilities

Holy Crap, You Can Get Paid To Be On Facebook? About Jobs in Social Media

Hearst Visiting Professionals Program

The Impact of Social Media

Kingwood Chamber of Commerce Social Media Luncheon

Education

The University of Texas at Austin

BBA Marketing, Management Information Systems

Accomplishments

#1 Influential Network in Social Media

Was determined by Forbes to have the most influential network in Social Media.

Top 20 Most Followed in Houston

One of the top 20 most followed Twitter handles in Houston, according to Twitaholic.

Top 5% in Social Media Consultants

As determined by Elance.com

JD Power & Associates Customer Service Award

Recognized by Spark Energy President, Phil Tonge for playing an "instrumental role" in winning the award for Spark

Testimonials

Daren C. Brabham, PhD

I invited Eric to speak to the UNC-Chapel Hill School of Journalism & Mass Communication as part of our Hearst Visiting Professionals series. He spoke to a few of our public relations courses about social media strategy and tactics. My students loved his guest lecture, even noting in their final course evaluations that the guest speakers in the course (of which we was one of two) were "awesome." Eric has a knack for presenting social media better than most self-proclaimed "gurus," staying grounded in research and best practice while presenting his view for the future of business. I would recommend Eric as a guest speaker again!

Shirwin Yeung, MBA

My team and I thoroughly enjoyed Eric's seminar on social media. He was patient when addressing questions to our very diverse group. He demonstrated a deep knowledge in different aspect of social media and how they could benefit our B2B environment.

Isaac Pigott

Eric is an outstanding presenter with the knowledge of a professor, the chops of an instructor, and the heart of a teacher. What's more, he doesn't just talk the talk. He has built a wonderful network of experts and sources that put him right at the leading edge of whatever is important now (as opposed to just this morning!) It's rare that one who is as connected and engaged with the shifting sands of communications is also as talented in guiding and coaching others, and that earns him my highest recommendation.

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