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Eric Aaberg

Eric Aaberg - Media Kit



COLLEGE · STUDENT · MARKETING · INFLUENCE

BRAND PARTNERSHIP MEDIA KIT

Eric Aaberg

Student & Content Creator - Dallas, TX

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As a Marketing Student passionate about digital media, content creation, photography, and social media - I know exactly what brands are looking for through influencer marketing and partnership deals. As a student leader highly involved in the student life at The University of Texas at Dallas - I've become a familiar face around campus and have created a platform through my social media, which is seen by thousands of students.

As a student leader at UT Dallas, I'm seen by a lot through my numerous involvements a part of esports, athletics, residential life, student life program, and numerous other departments & programs - so if you're wondering if your message/product will get in front of a large audience (UTD/DFW), you're on the right track.

Overall reach

270K+

Average number of Impressions/week on Instagram

12.2K+

Total number of followers on social media accounts

30K+

Students enrolled at UT Dallas, and 100k+ alumni,

Followers

TikTok	4,100
Instagram	2,950
Linkedin	2,200
Facebook	1,600
Twitter	1,300
Discord	6,100*
Other	17,098**

About Me

ERIC AABERG

Content Creator

I'm a full-time student in the DFW Area, but spend the rest of my time making digital content and media. I enjoy brainstorming new and innovative ways to create content from my imagination and put them on screens to be seen by thousands. I'm passionate about all-things content, and aim to pursue social media + marketing as my full-time gig after college.

let's get in touch | partners@erictigerawr.com
view my socials | erictigerawr.com/links

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Current Involvements

The University of Texas at Dallas

- Student Director, Esports
- President, UTD Student Life Channel
- Departments Social Media Coordinator
- Cheerleader & Student-Athlete

Other Brands & Involvements

- Brand Ambassador, Evil Geniuses
- Discord, Partner

Previous Work

Dallas/Fort-Worth Area

- Brand Ambassador, Dallas Fuel/Envy
- Esports Intern, Fan Guru/Eventology

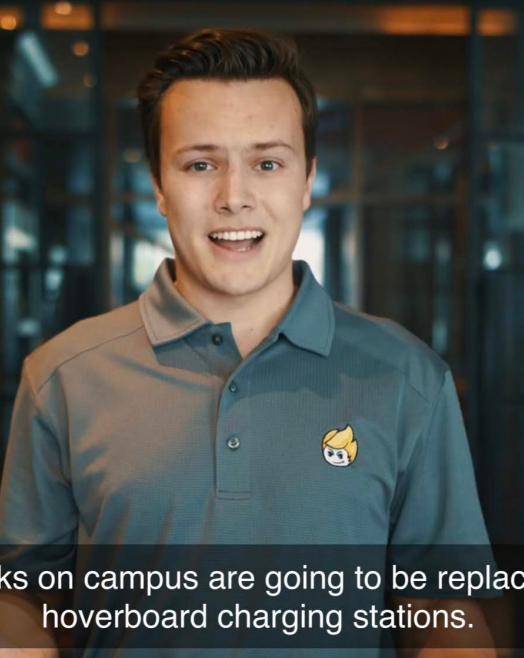
UT Dallas

- Resident Assistant (ResLife)
- Homecoming Royalty Court

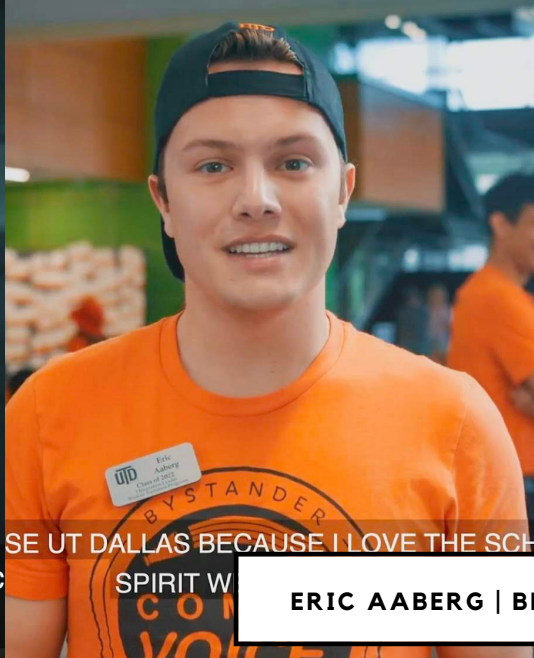
Marketing Collateral

Below are just few of many marketing advertisements, promotions, and university marketing posts/projects that I have been a part of.

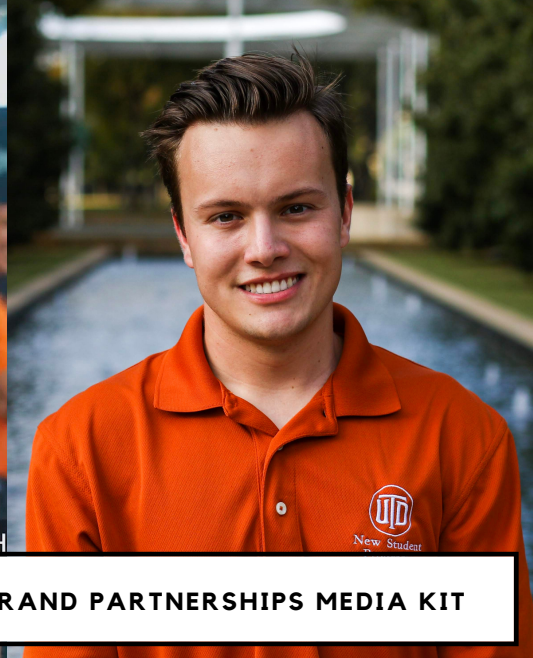




ks on campus are going to be replaced with
hoverboard charging stations.



SE UT DALLAS BECAUSE I LOVE THE SCHOOL
SPIRIT WE HAVE HERE.



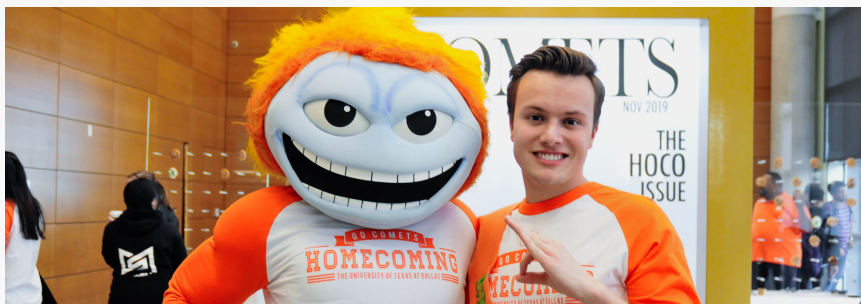
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WHERE I'VE BEEN FEATURED

Articles & Features



CREATING YOUR PERSONAL BRAND
JINDAL.UTDALLAS.EDU



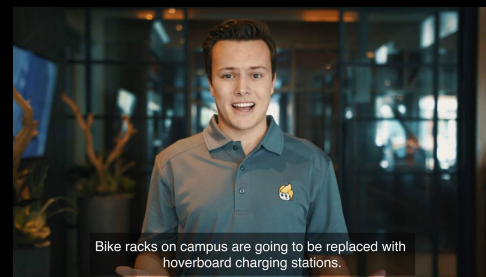
TIPS ON BEING SUCCESSFUL IN COLLEGE
JINDAL.UTDALLAS.EDU



HOW MINECRAFT SHAPED MY FUTURE
ERICTIGERAWR.COM



Videos



Bike racks on campus are going to be replaced with
hoverboard charging stations.

UTD IN 50 YEARS
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I CHOSE UT DALLAS BECAUSE I LOVE THE SCHOOL
SPIRIT WE HAVE HERE.

WHY I CHOSE UTD
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and features on my website.

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