

Rob Erickson

Professional Portfolio and Resume

Prepared For: University of Wisconsin-Whitewater
Head Football Coach

Acknowledged for:

Being the Assistant Head Coach / Defensive Coordinator at the University of Wisconsin – Platteville (2008-present) and resurrecting a football program that had only two winning seasons since 1991. Posted a 32-10 record over the past four seasons and won a NCAA playoff game for the first time in program history.

Qualifications for

Professional commitment to upholding the utmost integrity in college student-athletes and having the urgency to achieve great results in coaching; remaining committed to the philosophy of college athletes while accomplishing success at a championship level; continuing to be a tireless worker, inspirational leader, and extremely loyal to the players, coaches, and the administration; using selfless devotion teamed with organizational and management skills, along with my great expertise for the game of football to positively impact student-athletes today and in the future here at UW-Platteville; recognized professionally as a leader for professional and community contributions in the areas of public speaking, volunteerism and humanitarian efforts through personal and program involvement.

Experience and training include:

- Voted 2011 Assistant Coach of the Year for Wisconsin Intercollegiate Athletic Conference (WIAC), one of the top conferences in Division III athletics
- Coordinated defenses for eleven years, eight in the WIAC
- Recruited metropolitan and rural settings successfully
- Coordinated areas of defense, recruiting, fundraising, alumni and student networking, career development, attitude training program, social media
- Committed to the academic and athletic success of student-athletes
- Served in public relations and fundraising positions within a college community as well as create all highlight videos and multi-media connected to UW-Platteville football
- Showed creativity and excellent administrative and organizational skills
- Known for strong leadership abilities and exceptional communication skills
- Incorporated a 5-step plan to educate student-athletes in the development of positive attitudes and leadership skills.

Rob Erickson

Education

- **Masters of Science in General Education**, May 2006, University of Wisconsin – Stevens Point
- **Bachelor of Science in History Education**, Dec. 2003, University of Wisconsin – Stevens Point
- **High School Diploma**, May 1999, Stevens Point Area Senior High (SPASH), Stevens Point, WI

Professional Experience



Defensive Coordinator, Assistant Head Coach (2008 to Present)
UNIVERSITY OF WISCONSIN-PLATTEVILLE, Platteville, Wisconsin

- Challenge:** To take over a defense that ranked 7th or 8th in the WIAC in scoring defense, turnover margin, total defense, and sacks from 2005-2007. Also improve on only 8 wins over that time span (average 2.3 wins a year).
- Action:** Improved fundamentals, techniques, and schemes. I also developed an attitude plan of winning (average 8 wins a year the last four years).
- Results:**
- In 2008, had back-to-back conference shutouts for the first time since 1950 (UW-River Falls 7-0, and UW-Oshkosh 28-0), with two more shutouts in 2014.
 - 2008, posted back-to-back WIAC victories since 2001 and posted consecutive shutouts for the first time since 1971
 - 2010 held UW-La Crosse without a touchdown for the first time since 1973
 - Tied school record for victories in 2013. Held 5 of 7 conference opponents underneath their season scoring average to record 6-1 league mark
 - In seven years as coordinator at UW-Platteville, have held 21 opponents to single digits in scoring, 5 being by shut-outs
 - 2008-2014 have had 4 All-Americans, 8 All-Region, and 42 total All-Conference performers.
 - 32 – 10 record over the last four seasons and finished ranked 18th nationally
 - Fundraised over \$45,000 for football program annually from 2008-present

“Coach (Rob) Erickson is one of the best assets we have in the program.”

-Mike Emendorfer, Head Coach University of Wisconsin-Platteville



Defensive Coordinator, Admissions Counselor, Event Supervision (2005-2007)
AURORA UNIVERSITY, Aurora, Illinois

- Challenge:** To take a defense to a championship level and establish Aurora University as a conference contender each year.
- Action:** Recruit the best players in Chicago area and rural communities in Illinois and Indiana. Implement an attitude training program for champions.
- Results:**
- Coached 13 All-Conference, 3 All-Region, 1 All-American Performers
 - National Ranking
 - 39th in Total Defense (280 ypg)
 - 24th in Turnovers Forced (29)
 - Conference Rankings
 - 1st in Turnovers Forced (2006 & 2007)
 - 1st in Total Defense

“Rob brings a great work ethic into the office every day, backed by a positive attitude and outstanding enthusiasm for the game of football. He is a rising star in this profession.”

-Rich Duncan. Former Head Coach Aurora University



Defensive Coordinator, Defensive Backs Coach (2003-2004)

UNIVERSITY OF WISCONSIN – STEVENS POINT, Stevens Point, Wisconsin

- Challenge:** Keep UW-Stevens Point at a Championship level in the WIAC
- Action:** Continue the tradition of a tough defense by installing a new defense that adjusted to our personnel strengths.
- Results:**
- 3rd in WIAC in Scoring Defense
 - 1 All-Region Performer and 3 1st Team All-Conference Performers

“Rob being a graduate assistant and defensive coordinator for an elite football program says a lot about his maturity and ability to coach the game of football.”

-John Miech, Former Head Coach University of Wisconsin – Stevens Point

Related Experience

Passing Game Coordinator, Outside Linebacker Coach (2002)

UNIVERSITY OF WISCONSIN-PLATTEVILLE, Platteville, Wisconsin

Varsity Defensive Back and Junior Varsity Head Coach (2000-2001)

STEVENS POINT AREA SENIOR HIGH, Stevens Point, Wisconsin

Playing Experience

1996-99 University of Wisconsin – Platteville, Platteville, Wisconsin

- 1999 Team Captain
- 4-year starter at Defensive Back

1993-95 Stevens Point Area Senior High (SPASH), Stevens Point, Wisconsin

- 1993 Wisconsin Valley Conference (WVC) Champions
- 1995 Team Captain

Recruiting Experience

2008-Present Football Recruiter, University of Wisconsin – Platteville

- Succeeded in recruiting urban areas Milwaukee, Madison, Eau Claire, Green Bay, Stevens Point, La Crosse, Oshkosh, Appleton, Chicago, Tampa (FL)
- Succeeded in recruiting rural areas of Western and Central Wisconsin
- Succeeded in recruiting the states of Minnesota, Wisconsin, Illinois, Iowa, Michigan, California, Indiana, Florida, Pennsylvania
- Succeeded in recruiting junior colleges in Minnesota, Iowa, Illinois

2005-2008 Football Recruiter, Aurora University

- Succeeded in recruiting Illinois urban areas of Chicago, Champaign, Quad Cities, Normal, Decatur
- Succeeded in recruiting rural areas of Central, Southern, and Eastern Illinois
- Succeeded in recruiting the states of Indiana, Florida, Michigan, Iowa
- Succeeded in recruiting junior colleges in the greater Chicago area