

HUNTER SKOLNICK

Marketing

(757) 705-1644 | jhskolnick100@gmail.com | [linkedin.com/in/hunterskolnick](https://www.linkedin.com/in/hunterskolnick) | [Portfolio](#) | Virginia Beach, VA

Marketing and Web Designer with expertise in creating user-friendly, aesthetically pleasing, and functional web applications. Demonstrated skills through projects like SurfYurt and Virginia Beach Tourist Guide, utilizing MongoDB, Express, React.js, Node.js, and Next.js. Proven ability to quickly learn new programming languages and frameworks, as evidenced by work with Resumake. Experience at Skolnick Media and Wave Riding Vehicles has honed my ability to analyze data, refine product offerings, and enhance marketing strategies. This blend of marketing and web development skills allows me to add value as both a team member and an individual contributor.

TECH SKILLS

JavaScript | HTML | CSS | React | Flutter | Express | Mongoose | MongoDB | Git | GitHub | Render | Bcrypt | Responsive Design

MARKETING SKILLS

SEO | SEM | SMM | Content Creation | Data Analysis | Email Marketing | Customer Engagement | Campaign Management

INTERPERSONAL SKILLS

Sales | Communication | Teamwork | Problem-solving | Customer Experience | Multitasking | Organization | Leadership

WORK EXPERIENCE

Freelance - Full Stack Developer

Remote Sept 2023 - Present

Resumake

- Collaborate with a team of 4 developers, designers, and stakeholders to develop a job-matching application for desktop and mobile.
- Use Agile SCRUM to prioritize tasks and ensure timely project completion.
- Participate in daily stand-ups, sprint planning, retrospectives, and delivery meetings.
- Developing a responsive application using Flutter and Firebase, meeting project requirements.
- Enhancing user experience by integrating Firebase backend services.

Skolnick Media & Communications - Marketing Assistant

Virginia Beach, May 2020 - Aug 2022

- Managed client relationships with regular meetings based on needs and industry trends.
- Monitored campaign effectiveness to guide future marketing decisions.
- Expanded B2B outreach, increasing potential leads by ~35% through networking, cold calls, and emails.
- Boosted engagement rates by 25% by refining strategies based on data analysis and collaborating on marketing initiatives.
- Increased customer satisfaction by 50% using AI tools and enhancing communication.
- Achieved a 45% conversion boost through targeted campaigns across social media, email, SEO, SEM, and billboards.

Vissla - Store Manager

San Diego, CA Dec 2019 - May 2020

- Managed daily store operations, using organizational skills, leading to an increase in operational efficiency.
- Assisted in sales, utilizing customer service techniques, and boosting overall sales.
- Managed inventory replenished and organized, using inventory management tools, reducing stock-outs.
- Coordinated weekly shift schedules for team members, using time management skills, resulting in an increase in staff satisfaction.

Wave Riding Vehicles - Surf Instructor/Social Media Manager

Virginia Beach, VA May 2010 - Aug 2018

- Managed social media marketing, enhancing the brand's online presence by adapting strategies to evolving trends.
- Increased followers by 10,000+ by launching strategic social media initiatives and innovative content.
- Boosted customer engagement through digital marketing campaigns for sales, giveaways, and promotions.
- Achieved high retention rates by providing child-friendly surfing lessons to children under 16 using engaging teaching methods.

CERTIFICATION & EDUCATION

Full Stack Web Developer (Coding Bootcamp) | V School

Remote 2023

HTML, CSS, JavaScript REST APIs, MongoDB, Express, React, and Node.JS (MERN Stack)

Point Loma NU - BA, Business Management & Entrepreneurship

San Diego, CA 2019