

ANDREW PERKINS

Topeka, KS

Phone: 785-845-3266 | Email: andrew@bluestemcreativeco.com

LinkedIn: <https://www.linkedin.com/in/andrew-perkins-8bb09726/>

Portfolio: <https://bluestemcreativeco.com/andrews-portfolio/>

SUMMARY

I am an eager and solutions-driven full stack web developer currently working on a web development certificate from the University of Kansas. I have more than 20 years of professional experience managing successful projects and teams involved in a wide-range of business objectives, including web development, web design, ecommerce, event production, book publishing, digital marketing, SEO refinement, and data analytics. I thrive on strong communication, collaboration, problem-solving, and analytical skills.

Education

edX Verified Certificate for Full Stack Coding, Nov. 2023

edX Verified Certificate for AI Applications and Prompt Engineering, July 2023

Bachelor of Science, Business Communications, University of Kansas, May 1998

TECHNICAL SKILLS

Softwares/Platforms: GitHub, React, WordPress, Squarespace, Wix, Elementor, Avada, Shopify, WooCommerce

Software Languages: JavaScript, Liquid, CSS, HTML5, jQuery, NodeJS

RELEVANT EXPERIENCE

Owner

2023 - Current

Bluestem Creative

<https://www.bluestemcreativeco.com>

Topeka, KS

As an ownership partner at a creative solutions agency, I handle web development, web design, overall website maintenance, ecommerce and digital marketing responsibilities for multiple clients so they can focus on their core competencies. Clients range from a national multi-store retailer to non-profit organizations to small businesses and hobby websites.

Key Accomplishments:

- Managed successful website transition for The Livestock Conservancy, an International non-profit agency. For this project, I implemented 90% of the transition for all content, design, forms, and user roles over a nine month period.

- Ongoing content development, website maintenance, and database management for Street Corner, a National multi-store chain of convenience stores and urban markets. This includes managing their online ordering systems for stores that offer a fresh food menu.
- Created a new website and CRM database for The Farm at Okefenokee, an upscale, 750-acre residential development and working farm established near Folkson, GA.

ADDITIONAL EXPERIENCE

Director of Business Development

2005-2023

Ogden Publications, Inc., Topeka, KS

- Strategic development of the company's product and merchandise business. Since 2007, this business unit grew from \$500k in annual revenue contributions to more than \$2 million. This includes an extensive book and product catalog with more than 500 active SKUs. Within this unit, I managed a five-person team that oversaw the marketing strategy and execution across all brands, including e-commerce development and content integration, analytics, email marketing, social media marketing, SEO, Amazon Advantage, Amazon Seller Central, and in-house book publisher. www.motherearthnews.com/store
- Strategic development of the company's consumer events. I managed a six-person team that oversaw location/venue selection, event marketing, public relations, exhibit and sponsorship sales, event website development, ticketing, and on-site execution. Since launching the first consumer event in 2010, which brought in approx. \$400k, this business unit now contributes \$2.5 million in annual revenue.

References available upon request.