



Erik Richard

Marketing Professional & Aspiring
Web Developer



Professional Summary

Dynamic and collaborative marketing professional with demonstrated success and progressive responsibility in small to mid-size companies. Software Engineering boot camp graduate & aspiring web developer with strong ability to creatively communicate across multiple online channels.



Work History

2015-01 -
Current

Marketing Coordinator

Convenient Cards Inc, Springfield, MA

Leading provider of prepaid card programs for community banks and credit unions

- Responsible for planning and implementation of digital campaigns and marketing initiatives, including managing third party customer service and ensuring flawless customer experience
- Skilled in creating engaging marketing content for social media, email marketing & print media
- Accountable for managing and filling website card orders
- Responsible for 2000% @ConvenientCards twitter following growth in 2016
- Organized engaging marketing campaigns including giveaways and promotions
- Reached over 20,000 impressions/week during holiday season
- Coordinating marketing campaigns

2014-05 -
2014-11

Internet Marking Specialist

Herb Chambers, Boston, MA

Serving greater Boston area in providing new and



Contact

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WWW

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Skills

Javascript

●●●●●
Excellent

HTML & CSS

●●●●●
Excellent

ReactJs

●●●●●
Excellent

SQL & PostgreSQL Databases

●●●●●
Very Good

Rest APIs

●●●●●
Very Good

Adobe Creative Suite
(Photoshop & Illustrator)

●●●●●
Very Good

Video Editing (Sony Vegas,
Adobe Premiere)

●●●●●
Good

AJAX Frameworks

●●●●●
Very Good

used vehicles

- Responsible for leading digital marketing efforts across multiple channels
- Leveraged photography skills for digital merchandising using Canon "DSLR" camera
- Responsible for database and inventory management
- Created marketing content including company literature and bulk email blasts with Photoshop & Illustrator.



Education

2022-06 -
2023-04

Software Engineering Career Track Certification: Computer Software Engineering

University of Massachusetts Global - Springboard -
Remote

2006-09 -
2010-05

Bachelor's Degree: Marketing

University of Massachusetts, Isenberg School of
Management - Amherst

Promotional Strategy, Branding Strategy, Internet
Marketing, Statistics

Python

●●●●●
Excellent

Flask

●●●●●
Very Good

NodeJS

●●●●●
Very Good

Git & GitHub

●●●●●
Very Good



Hobbies

- Skateboarder: 20 years of skating experience.
Product wear tester for Converse.
- Disc Golf: PDGA#: **196133**
- Huge Boston Bruins fan & C-tier league player.