

Enrico Perkins, Jr.

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[LinkedIn](#) | [Portfolio](#) | [GitHub](#)

Experienced digital marketer developing skills in full-stack web development. My extensive background in digital marketing helps me understand how users interact with websites and applications. Strengths include problem solving, creativity, and executing projects independently or collaboratively. Seeking to leverage my analytical, creative, and technical abilities to build meaningful applications.

TECHNICAL SKILLS

Languages: HTML, CSS, JavaScript,

Applications: GitHub, Third-party APIs

Tools: jQuery, Bootstrap, Node.js

PROJECTS

Movie-Drink Matchmaker | [GitHub Repository](#) | [Deployed Application](#)

- **Summary:** Date night application that provides the user with a movie and drink recommendation based on their selections. This was a collaboration project with four other developers.
- **Technologies:** HTML, CSS, JavaScript, Bulma (CSS Framework), jQuery, APIs

JavaScript Fundamentals Quiz | [GitHub Repository](#) | [Deployed Application](#)

- **Summary:** Timed quiz to test the user's knowledge of JavaScript. User has 60 seconds to answer five questions. Each incorrect answer deducts ten seconds from the timer. When time is up or all questions have been answered, the user can save their score to the high scores page.
- **Technologies:** HTML, CSS, JavaScript, jQuery

Password Generator | [GitHub Repository](#) | [Deployed Application](#)

- **Summary:** This application generates a random password based on user inputs.
- **Technologies:** HTML, CSS, JavaScript

EXPERIENCE

USDA Forest Service Eastern Region – Milwaukee, WI / Remote Locations

- **Public Affairs Specialist – Marketing & Digital Media** 1/12 – present
 - Create and edit web content using HTML, CSS, and other technologies
 - Run digital campaigns for recruitment, tourism, and issues management
 - Use Google Analytics and other tools to track digital content performance
 - Designed, edited, and ran a bi-weekly newsletter via Constant Contact
 - Developed training sessions and materials on digital marketing and analytics

- **Public Affairs Intern** **2/10 – 1/12**
 - Reviewed and edited online articles
 - Created a Microsoft Excel-based tool to provide article production reports
 - Designed a tourism brochure for the White Mountain National Forest

U.S. Bank National Association – Racine, WI

- **Customer Service Representative** **11/08 – 1/10**
 - Organized and led money management seminars at local community events
 - Designed and managed a community relations display board
 - Promoted U.S. Bank's services and products while servicing member accounts

WHOV 88.1 FM College Radio Station – Hampton, VA

- **Promotions Director** **8/07 – 4/08**
 - Wrote copy for print ads and on-air contests
 - Organized promotional events for WHOV music formats and shows
 - Advertised shows and events via radio commercials, print ads and social media

Cuesta Sport Fitness Center, S.L. – Seville, Spain

- **Marketing Promotions Intern** **6/07 – 7/07**
 - Developed online content to increase clients from study abroad programs
 - Created short videos for the website and YouTube to promote fitness classes
 - Wrote promotional articles targeting incoming study abroad students

S.C. Johnson & Son, Inc. – Racine, WI

- **Summer Intern – Human Resources / E-Learning / Marketing** **6/03 – 8/06**
 - Analyzed focus group data on "Raid" brand to determine consumer insights
 - Conducted research on new markets and possible extensions of the "Raid" brand
 - Designed "OFF!" brand internal website and Point-of-Purchase materials
 - Utilized Microsoft Share Point to create a website for recruitment information

EDUCATION

University of North Carolina at Charlotte – Charlotte, NC

Full-Stack Web Development Certificate

Expected: October 2021

Roosevelt University – Chicago, IL

M.S. – Integrated Marketing Communications

Hampton University – Hampton, VA

B.S. - Marketing