Enrico Perkins, Jr.

(980) 292-0576 | enrico.perkins@gmail.com | Pineville, NC 28134
LinkedIn | Portfolio | GitHub

Full-stack developer with 13+ years of digital marketing experience and a Web Development certificate from the University of North Carolina-Charlotte. Previous experience includes a digital role with the USDA Forest Service focused on content and web development. Often trusted by management to plan and execute high-priority campaigns independently. Strengths include problem-solving, creativity, versatility, and getting the user to take the desired action. Excited to combine my analytical, creative, and technical abilities to deliver meaningful solutions.

TECHNICAL SKILLS
Languages: HTML, CSS, JavaScript, SQL
Applications: Git, GitHub, Visual Studio Code, MySQL Workbench, Robo 3T
Tools: jQuery, Bootstrap, MongoDB, Express, React, Node, Heroku, Mongoose, Sequelize

PROJECTS

Git Share 2.0 | GitHub Repository | Deployed Application
- **Summary**: Full-stack project planning application. New features include digital post-it notes for brainstorming and project priorities. This was a collaboration with two developers.
- **Technologies**: MERN Stack, Firebase, JavaScript, Bootstrap

Google Books Search | GitHub Repository | Deployed Application
- **Summary**: This full-stack application lets users search the Google Books API for books of interest. When users enter a book title, author, or keyword into the search field, they're presented with a list of results including the covers, descriptions, and preview links. There's a save button next to each result so users can add the book to the "Saved" page.
- **Technologies**: MERN Stack, Google Books API, JavaScript, Bootstrap, Heroku, CSS

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 with four developers.
- **Technologies**: HTML, CSS, JavaScript, Bulma (CSS Framework), jQuery, APIs

EXPERIENCE

USDA Forest Service Eastern Region – Milwaukee, WI / Various Remote Locations
- **Public Affairs Specialist – Marketing & Digital Media**   **1/12 – present**
  - Create web content using HTML, CSS, and other front-end technologies
  - Run digital campaigns for recruitment, tourism, and community engagement
  - Use Google Analytics and other tools to track campaign/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