

## Enrico Perkins, Jr.

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[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