

John E. Hudson, Jr.

Front - End Web Developer | Social Media Engagement | Marketing

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With my growing web development knowledge and previous experience in social media management, B2B marketing, and e-commerce selling, I enjoy the process of creating engaged communities, understanding their needs, and finding captivating ways to highlight and position solutions to solve their needs.

EXPERIENCE

General Assembly & Per Scholas , Atlanta, GA - *Web Development Immersive Student*

OCT 2018 - PRESENT

Spent the past 18 weeks in a combined immersive experience between Per Scholas and General Assembly learning the fundamentals of web development, building responsive and dynamic websites using **HTML, CSS, JavaScript, MERN Stack (MongoDB, Express, Node.js, and React.js), Handlebars, Python, Django, SQL**, and a few other frameworks. Illustrated this through several web and mobile friendly experiences that began with a thorough planning process consisting of ERDs, wire frames, and understanding the importance of reaching our MVP (minimum viable product), utilizing seamless user experiences, and final presentations with constructive and critical critiques.

- *Projects*
 - Food Finder Web App - A web app used to find leftover food in an office building. Used the MEHN stack (MongoDB, Express, Handlebars, and Node) and CRUD cycle.
 - Thrift Store App - A web app with one page used to Create, Read, Update, and Delete items a user wants to find at a thrift store, and a similar for thrift store locations. Used the MERN stack (MongoDB, Express, React, and Node) and CRUD cycle.
 - Been There App - A web app using MERN stack (MongoDB, Express, React, and Node) and CRUD cycle to highlight countries I have been across the world

Travel and Thrift, LLC - *Social Media Manager / e-Commerce Sales / Founder*

MAY 2015 - MAY 2018

- *E- Commerce Sales Business*
 - Using personal knowledge gained through research of second-hand retail business I was able to sell gently used goods cross platform (Instagram, eBay, Amazon, PoshMark, Facebook Marketplace, OfferUp, ThredUp, and locally) with sales grossing \$250K+ across three year time span
 - Set strategy and direction of business by leveraging qualitative and quantitative data via Instagram and tools provided by each platform
 - Used Instagram Story feature to advertise and exhibit each item in a video selling format prior to posting on feed for individuals to use and integrated product tags to effectively market and sell items via Shopify storefront
- *Social Media Marketing, Community Management, and Branding*
 - Incorporated personal candor, authenticity, and knowledge into content creation and overall brand strategy to organically grow an Instagram following of 20K engaged followers

- Understood the needs of other online second-hand resellers, and created content for YouTube (1300 Subscribers) to not only generate new followers but also to inform others on the process of reselling online
- Incorporated sponsored posts via Instagram to enlighten consumers on what the brand is in hopes of converting them to followers and customers

Microsoft Corporation , Seattle, WA - Partner Marketing Manager

JUN 2012 - APR 2015

- *Marketing & Operations Partner Liaison/ Launch Lead*
 - Worked closely with marketing group to understand their needs in relation to landing brand content & messaging at Microsoft's largest partners and escalated concerns when needed
 - Understood marketing team as well as partner team goals to and provided qualitative and quantitative feedback to ensure each organization was staying on target and the initiatives and events they are driving are generating the wanted outcome
 - Represented marketing team in fiscal year planning and served as the voice of the partners to ensure all voices were being heard
- *Partner Marketing Community Webinar Series Creator*
 - Identified a business need to build community between our partner groups to effectively connect them with the various Microsoft business groups and educate them on the resources available to them
 - Calls were one hour (August – June) and contained unique topics that were pertinent to the 50+ partners and MSFT current business priorities
 - In response to the success of the webinar series, hosted an in-person event at Microsoft's Worldwide Partner Conference to continue to connect and educate the community on Microsoft offerings
- *Windows 8 Launch Lead*
 - Developed a fun carnival themed concept to launch the new Windows 8 product at our partner groups
 - Led a team of external vendors to create content, swag, and carnival experience at several partner locations across the continental USA and collaborated with internal MSFT teams to add value to each events with supporting content
 - Partner feedback
 - "We had an AMAZING day that day. I was told by people in all divisions it was one of the best focus days they have seen in a long time."- PC Mall (PCM Inc) El Segundo, CA
 - "We all want to say a big thank you to Microsoft for putting together this day. Thank you for providing speakers, signage, gifts and fun. It was very impressive!"- Insight Enterprises, Tempe, AZ
 - "A very exciting day to say the least." – SHI International Corporation, Somerset, NJ
 - With Microsoft launching many new devices during the fiscal year, I saw a need to create a device bar for several locations in hopes of assisting partner locations in understanding how the new Windows operating system worked on each device. Successfully launched 6 device bars that rotated across partner channel.

EDUCATION

General Assembly, Atlanta, GA - *Web Development Immersive*

OCT 2018 - FEB 2019

Savannah State University, Savannah, GA - *Bachelor Business Administration: Marketing*

May 2012 (3.6 on 4.0 scale)

AWARDS & TRAININGS

- US PS&P Fy13 Q2 Innovative Leadership Award (Windows 8 Launch Activities)
- Microsoft Diversity and Inclusion Award
 - Earned through involvement with MSUS Public Sector's recruitment activities participation
- Blacks at Microsoft: Minority Student Day Volunteer
- Digital With A Purpose Training
- Crucial Conversations Training