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# Experience

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| May 2015 – presentMarketing manager/ social media strategist (Founder),travel and thrift, llc. (www.TravelandThrift.com)  * **E- COMMERCE BUSINESS**   + Leveraged personal knowledge of second-hand retail business and sold 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 gleaned via Instagram and tools provided by each platform   + Utilized Instagram Story feature to advertise and show off each item prior to posting on page for individuals to use and integrated product tags to effectively market and sell items via Shopify storefront * **COMMUNITY MANAGEMENT / BRANDING**   + Incorporated personal candor, authenticity, and knowledge into content creation and overall brand strategy to organically grow an Instagram following of 21K 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   + Incorporated sponsored posts via Instagram to enlighten consumers on what the brand is in hopes of converting them to followers and customers |
| Jun 2012 – april 2015Partner marketing manager,microsoft corporation  * **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 loooooong 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

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| may 2012bba marketing, savannah state university3.6 on 4.0 scale |

# Awards & Activities

* 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