**John e. Hudson, Jr.**

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# Experience

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| May 2015 – may 2018Online Reseller  * **E- COMMERCE**    + Leveraged personal knowledge of second-hand retail business and sold goods cross platform (Instagram, eBay, Amazon, PoshMark, Facebook Marketplace, OfferUp, ThredUp, and locally)   + Incorporated personal candor, authenticity, and knowledge into content creation and overall brand strategy to organically grow Instagram account to 21K 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 |
| Jun 2012 – april 2015Partner marketingmicrosoft corporation  * **Marketing & Operations**    + Worked closely with marketing group to understand their needs in relation to landing brand content & messaging at Microsoft’s 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   + 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   + 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 |

# Education

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| may 2012bba marketing |savannah statE university | 3.6 on 4.0 scale |

# Activities & Awards

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| * US PS&P Fy13 Q2 Innovative Leadership Award * Microsoft Diversity and Inclusion Award * Blacks at Microsoft: Minority Student Day Volunteer |