

KENNY C. CUMMINGS

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EDUCATION

LOYOLA UNIVERSITY MARYLAND, Sellinger School of Business and Management, Baltimore, MD

Bachelor of Business Administration, Graduation: May 2014

Major: General Business

GPA: 3.63 | Cum Laude

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA

Full Stack Web Developer Bootcamp Certificate, Awarded: Feb 2024

GPA: 4.00

RELEVANT WORK EXPERIENCE

ASIAN WORLD OF MARTIAL ARTS, Philadelphia, PA

Nov 2022 – Aug 2023

Web Content Specialist

- Achieved an impressive 100% increase in clicks, impressions, and click-through-rate over a 6-month period by implementing strategic enhancements such as new copy, metadata optimization, navigation improvements, and best SEO practices
- Utilized knowledge of HTML, CSS, JavaScript, and Shopify Liquid to maintain and advance website
- Led a critical project overseeing the seamless website host migration from Shopify to Magento
- Designed a captivating new homepage for the Magento site
- Nurtured business partnerships with NetElixir to strengthen SEO, site mapping, and content strategies
- Managed website content and apps, ensuring content accuracy and resolving technical issues
- Proficiently utilized Google (Analytics, My Business, and Ads) to drive data-informed decisions and executed successful PPC campaigns
- Managed content management systems including implementation, configuration, and maintenance

ROOM SERVICE 360°, Philadelphia, PA

Nov 2021 – Nov 2022

E-Commerce Content Specialist

- Managed luxury furniture brands including Porada, Bonaldo, Gamma Arredamenti, and Nicoline Italia, contributing to a significant expansion of product offerings
- Introduced over 500 new products, skillfully creating and maintaining product detail pages in Magento
- Excelled in content curation, aligning published content with brand identity and best SEO practices
- Utilized Adobe Photoshop for image editing and PDF spec sheet creation
- Played a pivotal role in configuring product filters and sorting mechanisms to enhance user experience
- Authored SEO-optimized blog content using WordPress

ESSENDANT, Philadelphia, PA

Mar 2018 – Aug 2019

Marketing and Catalog Content Specialist

- Spearheaded a 20% improvement in product data completeness through the implementation of an enhanced content loading process
- Streamlined workflow, coordinating with IT to optimize data mirroring processes, saving 5 hours per week
- Successfully onboarded over 10,000 SKUs of new product lines and brands
- Played a pivotal role in managing Prop 65 data, preventing a potential loss of over \$5,000,000 in sales
- Leveraged data analysis to provide actionable insights to upper management
- Contributed to email marketing campaigns, providing content, images, and banner creation support

SKILLS & CERTIFICATIONS

HUBSPOT

2021 - 2022

Digital Marketing Certification

Web Development

- Advanced: APIs, CSS, Express.js, Handlebars, HTML, JavaScript, Magento, MVC, Node.js, OOP, ORM, Squarespace, WordPress
- Intermediate: GDScript, Google Ads, jQuery, NoSQL, Shopify Liquid, SQL

Marketing

- Expert: Category Management, Digital Marketing, Ecommerce, Merchandising – 6 years of experience
- Advanced: Copywriting, Social Media Marketing – 4 years of experience
- Intermediate: Web Development, Sales – 3 years of experience

Computer

- Expert: Adobe Acrobat, Catapult, CommerceHub, Magento, Microsoft (Excel, PowerPoint, Word), OrderStream, PIM, Video Editing (Final Cut Pro X, Filmora, InShot)
- Advanced: Adobe Photoshop, Broadleaf, Facebook Ads, PPC, Unix, Sage
- Intermediate: Adobe Dreamweaver, Email Marketing (SmartProcure), Microsoft Access