

# KENNY C. CUMMINGS

Warrington, PA

<https://www.linkedin.com/in/kennycummings>

Portfolio: <https://kennycummingsportfolio.netlify.app>

GitHub: <https://github.com/kennycummings>

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## CAREER SUMMARY

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Results-driven Full Stack Web Developer and Digital Marketer/Merchandiser with a diverse background encompassing 6 years of digital marketing, Ecommerce, product management, and category management experience coupled with 3 years of web development expertise. Expert in CMS. Advanced in JavaScript, React.js, CSS, and HTML. Highly analytical and adaptable, leveraging data analysis to provide actionable insights for product management. Proven track record of enhancing site visibility and Google performance via implementation of innovative content strategies and code enhancements.

## WORK EXPERIENCE

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**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 and designing 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, Google My Business, and Google Ads to drive data-informed decisions and executed successful PPC campaigns with NetElixir
- Managed content management systems including implementation, configuration, and maintenance
- Utilized Microsoft Office suite to bulk update pricing for product promotions

**room service 360°**, Philadelphia, PA

Nov 2021 – Nov 2022

*Ecommerce 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
- Demonstrated strong attention to detail by consistently updating product data and pricing for accuracy
- Provided valuable customer support, offering design expertise that directly led to over \$100,000 in sales
- Authored SEO-optimized blog content using WordPress

**Newtown Athletic Club**, Newtown, PA

Jul 2020 – Nov 2021

*Personal Trainer*

- Generated substantial revenue through client acquisition, leveraging fitness evaluations and personalized training programs
- Increased client acquisition rate by 100% while maintaining a remarkable 33% closing rate
- Created engaging social media content, including Instagram reels and YouTube videos, to promote personal training services

**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

## EDUCATION

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**University of Pennsylvania**, Philadelphia, Pennsylvania

Full Stack Web Developer Bootcamp

Feb 2024

GPA: 4.0

**Loyola University Maryland**, Baltimore, Maryland

Bachelor of Business Administration, cum laude, General Business

May 2014

**Cumulative GPA: 3.63, Major GPA: 3.77**

**University of Auckland**, Auckland, New Zealand

Nov 2012

## PROFESSIONAL DEVELOPMENT

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Digital Marketing Certified – HubSpot

2021 - 2022

## CERTIFICATIONS

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Eagle Scout

3<sup>rd</sup> Degree Black Belt in Taekwondo and Tang Soo Do

## SKILLS

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### 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