**KENNY C. CUMMINGS** *kennethccummings@gmail.com*

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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; Honors Program and Presidential Scholar***

***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 360º, Philadelphia, PA Nov 2021 – Nov 2022

**E-Commerce Content Specialist**

* Managed luxury furniture brands including Porada, Bonaldo, Gamma Arredamenti, and Nicoline Italia, significantly expanding 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**

***Eagle Scout, Awarded: 2009***

**Web Development**

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

**Marketing**

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

**Computer**

* Expert: Adobe Acrobat, Catapult, CommerceHub, Magento, Microsoft Office Suite (Excel, Outlook, 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 (Shopify and SmartProcure), Microsoft Access