

# RANDAL HERNDON

## INTERDISCIPLINARY / FRONT-END DEV

Currently excelling in digital marketing & front-end development services. I aim to integrate my technical skills with my artistry and professional experience. I am known by my peers, personal clients, and supervisors for my leadership, positive & assertive attitude, work ethic and resourcefulness. I am a creator of platforms, and advocate for education.

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## EDUCATION

WEBSTER UNIVERSITY - ST. LOUIS, MO / MAY  
2014 - *BACHELOR OF ARTS IN MEDIA COMMUNICATIONS, EMPHASIS IN AUDIO PRODUCTION*

WEBSTER UNIVERSITY - ST. LOUIS, MO / MAY  
2011 - *CERTIFICATE OF SMALL BUSINESS AND  
ENTREPRENEURSHIP*

## SKILLS

**DEVELOPMENT SKILLS** - JAVASCRIPT, TYPESCRIPT,  
SOLIDITY, HTML, CSS, ADOBE SUITE, VSCODE, REACT,  
ETHERS.JS, NEXTJS, GITHUB, PRODUCT MANAGEMENT,  
GRAPHQL, DATA FETCHING, CMS INTEGRATION, LI-  
BRARY INTEGRATIONS. IPFS  
-- *LEARNING POSTGRES DATABASE SET UP AND MAN-  
AGEMENT*

**GRAPHIC DESIGN** - PROFICIENT IN THE FULL ADOBE  
SUITE, FINAL CUT, BLENDER ETC.

OTHER SKILLS AND EXPERIENCE IN RADIO BROAD-  
CASTING, MARKETING, SALES, & BRANDING, CUSTOMER  
SERVICE & EXPERIENCE SEARCH ENGINE OPTIMIZA-  
TION (SEO), COPY WRITING, VIRAL CONTENT CREATION,  
E-MAIL MARKETING, TRAINING & COACHING, COMMU-  
NITY BUILDING

## PORTFOLIO

[RANDALHERNDON.COM](https://randalherndon.com)

## AWARDS

*DELUX MAGAZINE, 30 UNDER 30 ST. LOUIS, 2017*  
*ALCHEMY SDK CHALLENGE WINNER, 2023*

## CONTACT

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## PHX NFT. / MAY 2022 - PRESENT

### CO-FOUNDER / DESIGNER / FRONT-END DEVELOPMENT

Co-creator of a local community focused on introduce everyone to the right resources, opportunities, and people, in Web 3.0 to bring their dreams to reality.

Responsible for all brand elements including the logo, website, and marketing materials.

Launched our first local NFT onboarding event with over 80 attendees, and 125 RSVP, where I was the key-note speaker.

## AYR WELLNESS / OCTOBER 2019 - FEBRUARY 2022

### DIGITAL MARKETING MANAGER

Maintained enforced brand style & guidelines in everyday marketing materials including e-mail blasts, daily text message images, in-store TV screens, in-store signage, and web design and upkeep with full creative control. This enhanced the overall all aesthetic of both stores internally. Develop reports based on prioritized KPIs and metric, and implemented plans for growth and sustainability.

### MARKETING SPECIALIST / SENIOR GRAPHIC DESIGNER

Designed all new long-term marketing materials including store business cards, billboard signage, event marketing materials (event tent, handouts, event signage etc), brand merchandise. Lead the creative and digital design for internal brands Oasis Dispensaries, HAZE, and MyCB-DOasis.com, while single-handedly designing & developing full websites for HAZE and MyCB-DOasis.com, Increased overall sales by assisting with marketing & promotion strategies, sales training for sales reps, vendor relationships and increasing lead generation through social media avenues.

## GODADDY / JULY 2018- OCTOBER 2019

### INBOUND BUSINESS CONSULTANT / PRODUCTIVITY SPECIALIST

Advised customers on GoDaddy products, through best practices, business growth, as well as technical support. Consulted on technical and marketing products provided by GoDaddy to further the business of GoDaddy customers. Maintained sales goals, averaging 120% percent of my sales goals monthly.

## BOYS & GIRLS CLUB ST. LOUIS. / MARCH 2017- OCTOBER 2017

### DIGITAL ART INSTRUCTOR / GRAPHIC DESIGNER / YOUTH DEVELOPMENT

Planned & executed an effective digital art curriculum for the after school program at Southeast Middle School in the Hazelwood School District. Provided resources for the club members to learn the fundamentals of digital art design. I also worked with the marketing director to provide effective graphic & print design for club events.