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Top Skills

Web Development
Website Administration
User Experience (UX)

Publications

Webster Journal

Randal Herndon, B.A.

Website Manager @ Arizona Science Center | Website Launch,
Workflow Optimization
Greater Phoenix Area

Summary

Experienced Digital Marketing Manager with 15+ years in front-end development and digital marketing. Proven track record of delivering successful campaigns and optimizing online presence. Skilled in SEO, SEM, social media marketing, and email marketing. Proficient in HTML, CSS, JavaScript, and front-end technologies. Strong collaborator and project manager. Seeking opportunities to leverage diverse skills in digital marketing, product management, and front-end development for driving innovation and achieving business objectives.

Experience

Arizona Science Center

Website Manager

November 2023 - Present (1 year 4 months)

Phoenix, Arizona, United States

Led the successful launch of Arizona Science Center's new website in May 2024, driving a collaborative effort that enhanced user experience and increased engagement.

Engineered and implemented internal software solutions to streamline workflows and improve communication, including real-time attendance tracking via Tessitura's API.

Developed and optimized a new internal process for managing website requests and edits, ensuring prompt daily updates, SEO enhancements, and ongoing improvements to site performance and score.

Oversaw end-to-end project management, providing strategic weekly reports to senior leadership, including the Senior Vice President of Marketing and the CEO.

Managed and optimized custom CMS platforms, hosting resources, and critical technologies including MySQL, PostGres, React, C++, PHP, and SSLs to ensure robust and scalable project execution.

CRIB Network

Software Engineer

January 2022 - Present (3 years 2 months)

Greater Phoenix Area

Planned, designed, developed, and executed profitable websites / applications that helped clients generate +\$15M in revenue Between 2022 - 2023.

Managing multiple multi-million dollar companies across various industries.

Collaborated with high-level cross-functional teams to create engaging and impactful digital experiences.

Ayr Wellness Inc.

2 years 5 months

Digital Marketing Manager

June 2021 - February 2022 (9 months)

Tempe, Arizona, United States

Responsible for driving the local and national market presence of several internally created brands and 3 retail locations, which lead to +\$3M monthly in gross revenue for the Arizona Market.

Accessed and initiated new internal marketing strategies which led to increased profit, and at least \$120,000 decrease in yearly spending on external services.

Built effective relationships within our community through marketing effort alongside retail staff, earning Top Best Place to Work in 2021, New Times Best of Phoenix 2021, Glendale Best of 2021, and Chandler Best of 2021.

Led web design initiatives and successfully managed key performance indicators (KPIs) and metrics. Creatively and technically oversaw the development of various print, billboard, packaging, and digital designs.

Marketing Specialist

October 2019 - June 2021 (1 year 9 months)

Chandler, Arizona

Played a crucial role in designing, building, and maintaining websites for multiple cannabis brands. Executed high-level graphic design projects and created visually appealing print media, email blasts, and billboards. Contributed to the development and design of internal brands, packaging, and in-store marketing materials.

GoDaddy

Product Specialist

July 2018 - October 2019 (1 year 4 months)

Phoenix, Arizona Area

Managed GoDaddy product s for customer accounts through high-level consultation, providing expert advice on products and services turning over \$20k minimum in monthly sales.

Worked within a team of highly dedicated technicians and salespeople often testing new sales flows, and products before general release.

Boys & Girls Clubs of America

Digital Art Instructor

January 2017 - May 2018 (1 year 5 months)

St. Louis County, Missouri, United States

Second Street

Product Specialist

December 2014 - June 2016 (1 year 7 months)

Saint Louis, Missouri

Providing reactive email and phone support for partners (Nearly 3,000 TV, Radio, Newspaper, and Ad companies) including iHeartMedia, USA TODAY, Radio One.

Providing partners with guidance (reactively and proactively) on how to best implement online promotions platform best practices to achieve their specific goals such as growing their email database, maximizing their sponsorship revenue, increasing social media engagement of their audience, etc.

CBS Radio

Promotions Team Member

January 2014 - September 2015 (1 year 9 months)

Saint Louis, Missouri

- Attend CBS Radio events providing promotions for the particular stations branding interacting with event attendees
- Effectively working with others and being a team player as the face of KMOX, Fresh 102.5, and Y98,
- Execute remotes, and off site promotions, while maintaining organization and professionalism, update blogs and social media post for each station, before, during and after all events.
- Reporting to and assisting promotions coordinator and director in anyway possible.

Education

Webster University

Bachelor of Arts (BA), Communication and Media Studies · (2008 - 2013)

Webster University

Certificate, Entrepreneurial and Small Business Operations · (2008 - 2011)

Highschool