

Randal Herndon, B.A.

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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/project management, and front-end development for driving innovation & achieving business objectives.

Skills

Integrated Marketing • Marketing Strategy • Branding & Identity • Product Management • JavaScript • WordPress
• Product Marketing • Customer Experience • Sales • Account Management • React.js • Data Fetching / API
• Web Development • Application Development • SEO

Education

Webster University

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

Webster University

Certificate, Entrepreneurial and Small Business Operations | 2008 - 2011

Experience

Frontend Developer / Digital Marketing / Music Publishing

The CRIB Network

Jan 2020 - Present (3 years 5 months)

At the intersection of music and technology, contributed to the success of multiple projects by combining front-end development skills with digital marketing expertise. Collaborated with cross-functional teams to create engaging and impactful digital experiences.

Frontend Developer / Digital Marketing

Lifted Media Co.

Jan 2015 - Oct 2022 (7 years 10 months)

Contributed to the growth of Lifted Media Co. by providing comprehensive frontend development and digital marketing services. Utilized expertise in web design, NFT consultation/creation, and campaign structuring to deliver exceptional results for clients.

Digital Marketing Manager

AYR Wellness Inc.

Jun 2021 - Feb 2022 (9 months)

Responsible for driving the local and national market presence of several internally created brands. 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

AYR Wellness Inc.

Oct 2019 - Jun 2021 (1 year 9 months)

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.

Online Business Consultant

GoDaddy

Jul 2018 - Oct 2019 (1 year 4 months)

Managed customer accounts through high-level consultation, providing expert advice on GoDaddy products and services. Demonstrated expertise in understanding customer goals and recommending tailored solutions. Consistently met revenue targets and maintained high customer satisfaction scores.

Promotions Specialist

Upland Second Street

Dec 2014 - Jun 2016 (1 year 7 months)

Providing reactive email and phone support for partners (Nearly 3,000 TV, Radio, Newspaper, and Ad companies)

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.

Promotions Team Member CBS

Radio

Jul 2014 - Sep 2015 (1 year 3 months)

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.

Marketing and Promotions Intern

CBS Radio

Jan 2014 - May 2014 (5 months)

-Monitored contests, organize contest entries, and contact contest winners on behalf of KYKY, KEZK, and KMOX. Assisted Integrated Marketing Director develop street team training and personally trained street team in WordPress (HTML, CSS). Developed effective and strategic promo copies for on air contest at a fast turnaround. Assist in developing strategic promotions and marketing for events, web site content, the street team, and radio stations (KYKY, KMOX, KEZK)

