

# RANDAL HERNDON

## EDUCATION

### 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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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, LIBRARY INTEGRATIONS. IPFS  
-- *LEARNING POSTGRES DATABASE SET UP AND MANAGEMENT*

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

OTHER SKILLS AND EXPERIENCE IN RADIO BROADCASTING, MARKETING, SALES, & BRANDING, CUSTOMER SERVICE & EXPERIENCE SEARCH ENGINE OPTIMIZATION (SEO), COPY WRITING, VIRAL CONTENT CREATION, E-MAIL MARKETING, TRAINING & COACHING, COMMUNITY BUILDING

## PORTFOLIO

[RANDALHERNDON.COM](http://RANDALHERNDON.COM) - GENERAL  
[TWINNYTWIN.IO](http://TWINNYTWIN.IO) - MUSIC  
[THECRIB.SPACE](http://THECRIB.SPACE) - WEB 3 PORTFOLIO

## AWARDS

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

## CONTACT

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## LIFTED MEDIA CO. / JANUARY 2015 - JANUARY 2023

FOUNDER / WEB DEVELOPER - LIFTED MEDIA CO.

Specializing in bring an idea from point A to point Z. My goal a freelancer is to undertake under marketing brands/ideas, and provide a solid foundation that services the missing pieces to their success. Providing, but no limited to digital marketing, graphic design, web development consultation and creation, blockchain services, campaign structure, system integrations in Web 2.0 and Web 3.0 technology.

## 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.

## **SECOND STREET PROMOTIONS / DECEMBER 2014 - JULY 2016**

PROMOTIONS SPECIALIST

Provided 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 e-mail database, maximizing their sponsorship revenue, increasing social media engagement of their audience, etc. Via e-mail and phone support, and conferences.

## **CBS RADIO ST. LOUIS / JANUARY 2014 - OCTOBER 2015**

PROMOTIONS TEAM MEMBER

Attended 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.

MARKETING AND PROMOTIONS INTERN

Monitored contests, organize contest entries, and contacted contest winners. Assisted developing street team training and personally trained street team in WordPress. Participated in developing marketing strategies, web content, updating blogs and social media post for each station.

## **THE GALAXY RADIO / JAN 2012 — MAY 2014**

MARKETING & PROMOTIONS DIRECTOR / ON-AIR

Rebranded the station with new image and marketing plan oversaw the redevelopment of the station website, and revamped tag line and promotion, Coordinated events hosted by the radio station, Assisted and provided sponsorships and branding opportunities through networking with other organizations. Trained and managed staff for remotes, and lead promotions campaigns carried out by promotion team.