



JOHN PERKINS

Website and Branding
Contractor

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[*Portfolio Landing Page*](#)

Creative, analytical, results-oriented, and innovative marketing professional with 8+ years of experience spanning brand development, digital marketing, and client engagement. Proven track record driving business growth, market penetration, and brand recognition. Identifies opportunities for growth and change while championing customer satisfaction, operational efficiency, and revenue growth.

CORE COMPETENCIES

- Strategic Brand Development □ B2B Marketing Strategies □ Cross-Functional Team Leadership
- Website Design & Optimization □ Client Relationship Management □ Graphic Design
- User Experience (UX) Improvement □ Market Trend Analysis □ Social Media Campaign
- Search Engine Optimization (SEO) □ Brand Identity □ E-Commerce Solutions

PROFESSIONAL EXPERIENCE

FREELANCE | 2017 – PRESENT | Website and Branding Contractor

Empowers small businesses to establish and elevate their digital presence through innovative web design and branding. Enhances client market reach and brand recognition by delivering customized, user-centric web solutions.

- **Website Revitalization & Brand Reinforcement:** Entrusted by various small businesses to either create new or revamp existing websites, with a keen focus on strengthening or reimagining brand identities; enhanced Google organic reach and a noticeable improvement in UX/UI, driving increased web traffic, user engagement, and ultimately, customer conversion rates.
- **Brand Identity Development:** Guided clients through the process of brand identity development, ensuring that each web presence was not only visually appealing but also resonated with the target audience; dived into each brand's ethos and market position, resulting in a tailored, impactful online presence that elevated the brand in the eyes of its customers.
- **SEO Optimization & Analytics:** Implemented advanced SEO strategies and utilized analytics to fine-tune website content, structure, and design; improved search engine rankings, making the client's websites more visible and accessible to a broader audience, thereby amplifying online presence and business growth.
- **Client Collaboration & Satisfaction:** Fostered strong, collaborative relationships with clients, ensuring their visions and objectives were accurately reflected in the final product; resulted in highly personalized and effective websites, increasing client satisfaction and a growing reputation as a trusted advisor in website and branding solutions.

BAY STATE MERCHANT SERVICES

MARCH 2015 - MAY 2022 | Website Manager - Head of Marketing

Focuses on providing businesses with comprehensive payment solutions and digital marketing expertise. Revolutionized client engagement and business growth through strategic marketing and web development initiatives.

- **Website Development & IP Creation:** Spearheaded end-to-end design and launch of the company's flagship website, including the creation of the Merchant Spotlight® Series; elevated digital presence and boosted user engagement.

- **B2B Social Media Campaigns:** Masterminded B2B social media campaigns for the Merchant Spotlight® Series, encompassing the creation of compelling graphic and digital assets, enhancing the series' visibility and appeal, boosting B2B engagement.
- **Strategic Brand Positioning:** Orchestrated a holistic approach to brand representation across digital platforms; encompassed crafting a unique brand identity and ensuring consistent and impactful messaging, which created a stronger brand presence.
- **Market Analysis & Response:** Conducted market analyses to identify emerging trends and consumer needs, allowing for the timely adaptation of marketing strategies; kept the brand relevant and helped in capturing new market segments and maintaining a competitive edge in a dynamic industry.

CHRYSLIS MUSIC GROUP - BEVERLY HILLS, CA
JANUARY 2008 - SEPTEMBER 2010 | Royalties Assistant

- Allocation of royalties to appropriate songwriters/artists, various administrative duties in support of multiple departments across the organization
- Skills included: Written Communication · Spreadsheets · Interpersonal Skills · Computer Literacy · Attention to Detail · Problem Solving · Organization Skills · General Administration · Data Entry · Corporate Identity

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Business Administration - Suffolk University - Sawyer Business School | 2013, GPA: 3.7

Bachelor of Music, Business Management - Music Industry | Berklee College of Music | 2008, GPA: 3.5

ETA CPP: Certified Payments Professional - Electronic Transactions Association | 2021

IT SKILLS

Microsoft Office Suite | WordPress | Elementor Pro Page Builder | Yoast SEO | Adobe Illustrator | Apple Keynote | Final Cut Pro | Google Analytics

CURRENTLY ENROLLED IN THESE CERTIFICATE CLASSES/PROGRAMS

- The Web Developer Bootcamp 2023 course (HTML, CSS, Javascript)
- SEO 2023: SEO Training Course (with ChatGPT)
- Google Analytics (G4A) Certified Training Course
- Build a PHP MVC Framework From Scratch
- Adobe Illustrator 2023-2024 Masterclass

LANGUAGES

English (Native)