



# Erik Richard

Experienced Marketing Professional & Web Developer

## Contact

### Address

Florence, MA 01062

### Phone

(413) 636-6157

### Email

erichard413@outlook.com

### Portfolio

[www.erikrichard.dev](http://www.erikrichard.dev)

[github.com/erichard413](https://github.com/erichard413)

## Professional Summary

Dynamic and collaborative marketing professional with demonstrated success and progressive responsibility in small to mid-sized companies. Web developer with strong ability to create and design interactive full stack CRUD applications, specializing in NodeJS, SQL databases & ReactJS.

## Education & Certifications

### React Simplified - Advanced Certification

*Web Dev Simplified's Advanced React Course*

Expanded on my React knowledge from Web Dev Simplified's advanced React course

Topics include: advanced React hooks, security, typescript, testing, css modules & how to write cleaner code.

### Software Engineering Career Track Certification

*University of Massachusetts Global in partnership with Springboard*

Completed a demanding 800+ hours of hands-on course material along with weekly one on one discussions with an industry expert mentor.

- Responsible for completing developing, designing and planning full stack projects on time.
- Gained mastery in skills in front-end & back-end web development, relational database management and advanced computer science concepts such as datastructures & algorithms

### Bachelor's Degree: Marketing

*University of Massachusetts Amherst*

Graduate from the Isenberg School of Management

- Relevant Courses: Promotional Strategy, Branding Strategy, Internet Marketing, Statistics

## Work History

### Marketing Coordinator

*Convenient Cards Inc, Springfield MA*

Leading provider of prepaid card programs

- Responsible for planning & implementation of digital campaigns and marketing initiatives.
- Skilled in creating engaging marketing content for social media, email marketing templates, landing pages & print media.

### Internet Marketing Specialist

*The Herb Chambers Companies, Boston MA*

Car dealership group with 60+ locations serving greater Boston area in providing new and used vehicles

- Led creative digital marketing campaigns
- Leveraged photography skills for digital merchandising
- Created marketing content including company literature and bulk email blast with Photoshop & Illustrator

## Skills

Javascript ★★★★★ Excellent

HTML & CSS ★★★★★ Excellent

Python ★★★★★ Excellent

React ★★★★★ Excellent

Flask ★★★★☆ Very Good

NodeJs ★★★★☆ Very Good

SQL (PostgreSQL & Flask SQLAlchemy) ★★★★☆ Very Good

Rest APIs ★★★★☆ Very Good

AJAX Frameworks ★★★★☆ Very Good

Git & Github ★★★★☆ Good

Adobe Suite (Photoshop & Illustrator) ★★★★☆ Good

Video Editing (Sony Vegas, Adobe Premiere, Davinci Resolve) ★★★★☆ Good

## Hobbies

Skateboarder

- 20+ years of experience
- Product wear tester for Converse

Disc Golf

- PDGA: #19633

Hockey

- Huge Boston Bruins fan
- Mediocre hockey player

January 2024

June 2022 - April 2023

2006-2010

Jan 2015 - Current

May 2014 - Nov 2014