



ELDRIDGE J. AKINS

Strategic Marketing & Operations Manager

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EDUCATION

Bachelor of Arts, Business Communication

W. P. Carey School of Business
Arizona State of University,
Tempe, AZ 2017

SKILL HIGHLIGHTS

- Project Management
- Effective Verbal & Written Communication Skills
- Creative & Pragmatic Problem-Solver
- Critical & Analytical Thinker
- Results-Oriented
- Excellent Negotiator
- Hands-on Leadership
- Talent Development
- Budgeting & Account Management Skills
- Collaborative Team Player
- Event Coordination
- Data-Driven Decision-Making
- Superb Time Management & Prioritization Skills
- Proficient in Adobe Photoshop, QuickBooks, Google Analytics, & Microsoft Office (Excel)

Energetic Marketing & Operations Manager with over 7 years' experience effectively managing marketing projects from conception to completion. Adept at using digital media platforms and strategic partnerships to increase revenue. Pragmatic and results-oriented, skilled at monitoring objectives to implement continual progress improvements within the company. Natural leader who excels at managing the execution of key projects to meet company goals.

EXPERIENCE

Program Coordinator

UCLA Center, Los Angeles, CA | 2021 – Present

- Successfully delivering large-scale programs and events by organizing logistics, leading vendor management, contracting, collaboration, team development, task delegation, and executing promotional activities to engage community members.
- Improving operational effectiveness by creating, maintaining, and analyzing program reports to identify ineffective processes and implement enhancements.
- Enabling data-driven decision-making by monitoring contracts, assisting customers in the budgeting process, and managing variance analysis to deliver accurate budget reporting.
- Driving superb performance from assigned team by offering direction, facilitating cross-functional collaboration, and providing mentorship when needed.
- Managing various financial functions, including processing all payroll, reimbursements for over 20 employees, and solving related issues or discrepancies.
- Negotiating contract renewals by analyzing data, creating visualizations, presentations, and proposals, providing consultation for clients.

Co-Owner & Brand Developer

Black Street Management, Los Angeles, CA | 2019 – Present

- **Generated over \$25K in revenue in over 1.5K orders within the first year** by creating promotional campaigns and customer-focused marketing initiatives. Since then assisted in raising revenue to over \$65k annually.
- **Growing audience reach from 50 to over 20K** by developing new marketing tactics from the ground up on Facebook, Instagram, and Twitter to establish strong social media presence.
- **Improving email open rates and customer acquisition 50%** by launching new email advertising campaigns, championing new inbound promotional strategies.
- Strengthening market positioning by designing innovative digital media content and print advertisements, customizing orders to meet client specifications.
- **Achieving 4.2% conversion rate** in 2021 by maintaining the company website with up-to-date product specifications and availability, executing customer engagement strategies.
- Demonstrating dynamic leadership when developing and monitoring project timelines, managing policy planning meetings, executing deliverables, and overseeing data reporting.
- Maximizing audience engagement by designing, editing, deploying, tracking key metrics and ROI for web, email, search, and social campaigns to identify target areas of growth.
- Continuously improving operations by leveraging the ability to think analytically to anticipate future outcomes and translate insights into thoughtful solutions.
- Generate monthly performance reports based on revenue, customer retention and acquisition cost, inventory levels, and expenses.

EXPERIENCE – CONTINUED

Event Manager

Position Sports, Los Angeles, CA | 2017 – 2020

- Managed the staging of large-scale events with over 1.5K attendees for major corporations such as Nike, Jordan, Red Bull, and USA Basketball by leading collaborative efforts, operating as facility supervisor, identifying and delegating responsibilities to brand ambassadors, and monitoring event registrations to provide exceptional customer support for event participants.
- Ensured excellent client-centered service by coaching team members on enhanced sales strategies as well as serving as an experienced point of escalations for complex inquires.
- Increased operational efficiency by utilizing critical and analytical thinking to identify problem areas, formulate solutions, and implement new processes.
- Managed retail pop-up shops by overseeing staff, resource allocation, and store layout design to ensure smooth optimized workflows.

Marketing Coordinator

My Father's BBQ, Carson, CA | 2016 – 2018

- Displayed thorough marketing expertise by establishing strategic marketing practices, maintaining consistent vision and storytelling when designing menus, digital media, and print advertisements.
- **Increased online customer traffic by over 500%** by successfully managing the company's Instagram account, providing recommendations on best social media and SEO practices.
- Grew brand awareness by executing growth initiatives, presenting new and innovative ideas for cross-functional campaigns.
- Directed catering and stadium events of over 10K people by utilizing tactical planning skills to lead a crew of up to 8 employees, confirmed the accurate quantity of resources needed, and assisted in meal organization.

ADDITIONAL EXPERIENCE

Community Coordinator | DeskHub, Scottsdale, AZ | 2015 – 2016

Assistant Manager | Amenzone Fitness, Scottsdale, AZ | 2014 – 2015

Retail Sales Representative | Nike, Tempe, AZ | 2014 – 2015

Membership Sales Counselor & Service Representative | 24 Hour Fitness, Multiple Locations in AZ & OR | 2011 – 2013