Bradley Michael Cummins

Over ten years in luxury fashion
Four years in web design & development
Focused on demand generation growth
Team oriented, passionate & creative

(786) 501-3884
BMCummins@yahoo.com

EXPERIENCE

Brand Marketing Consulting Miami Beach, FL—*owner*
November 2013 - PRESENT

Design, develop, and maintain digital presence for variety of clients.

The Webster Miami Beach, FL— *Web & digital developer*
February 2014 - May 2016

Designed all digital elements and layouts for website and online store.
Developed an ecommerce solution automatically synced to the POS system.
Managed an online team handling sales, products, & all online digital content.
Engineered and maintained company emails with dynamic distribution group.
Expanded client email database from couple thousand to over sixty thousand.

Osklen & Post Blue Jeans Miami Beach, FL— *Sales manager*
November 2010 - February 2014

Created email clientele system to track, grow, and convert sales via MailChimp
Maintained and created visual merchandising according to each season.
Generated top performing sales with multiple best selling months.

Gucci & Boogie's Retail Aspen, CO— *Manager and buyer*
November 2008 - October 2010

Generated highest sales and largest single transaction managing LIL Boogie's.
Maintained store inventory, staff, and daily responsibilities.
Attended Magic, Project & Market trades shows as a buyer.
Responsible for daily, weekly and monthly sales reports.

Nordstrom & Weekends Boulder, CO— *Sales Associate*
November 2005 - October 2007

Fulfilled department functions. responsibilities and generated sales

EDUCATION

Miami International University, Miami, FL — *Accredited Certificate in Web Design & Development*
March 2013 - March 2016

Graduated with an accredited certificate in web design and development

Colorado University, Boulder, CO— *BSBA*
September 2004 - December 2007

Bachelors in Science in Business Administration with an emphasis in Marketing

Aspen High School, Aspen, CO— IB *Honors*
September 2004 - December 2007

International Baccalaureate Diploma

SKILLS

ONLINE: HTML5, CSS, Java Script, jQuery, PHP, Wordpress, Java, AJAX, Bootstrap, Ratchet, Grunt, Bower, Node.js, GIT, API, Google Advanced Analytics, Xcode, Phonegap, Office 365, Mailchimp, Constant Contact

DESIGN: Adobe Photoshop, Indesign, Adobe Edge Animate, Adobe After Effects, UXPin, Invision

COMPUTER SOFTWARE: Terminal, PowerShell

AWARDS

Miami International University Portfolio of the Quarter 2016

Startup Weekend 2015
Wearables Miami 2nd Place

International Baccalaureate Diploma 2004 recipient

The Leadership Award Class of 2004 In recognition of positive leadership

Honor Roll 2000-2004

Star Student 2003

Star Student 2002

MEMBERSHIP

Front-end Developer of Miami member

MIU Web Club member