



# JOHN PERKINS

Marketing/Branding  
Specialist

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- [portfolio](#)

## EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Business Administration (MBA) — Suffolk University, Sawyer Business School | 2013 | GPA: 3.7  
Bachelor of Music, Business Management (Music Industry) — Berklee College of Music | 2008 | GPA: 3.5

## TECHNICAL SKILLS

- Web & CMS: WordPress, Wix Studio, Wix Velo, Elementor Pro Page Builder (WordPress)
- SEO & Analytics: Yoast SEO, Google Analytics (UA & GA4), On-Page Optimization, Keyword Strategy, Performance Reporting
- Design & Media: Adobe Illustrator, Premiere Pro, Canva, Final Cut Pro, Apple Keynote, CapCut Pro
- Development: HTML, CSS, JavaScript (in progress), PHP (in progress)
- Marketing Tools: Google Workspace, Meta Business Suite, Mailchimp

## PROFESSIONAL EXPERIENCE

HEARTBEAT MUSIC & PERFORMING ARTS ACADEMY (HBMPAA.ORG)  
SEPT 2024 – AUGUST 2025 | Brand & Digital Media Lead

- Directed a full brand refresh across multiple departments, including Monarch Majorettes, Thunder Squad Drumline, and The Preschool 4 the Arts.
- Designed and implemented fundraising campaigns for organizational campaigns
- Designed and launched a new academy website, improving user experience and enrollment pathways.
- Developed a multi-logo identity system, giving each department a distinct look while maintaining brand cohesion.
- Edited and branded event videos that boosted community engagement and aligned with the academy's updated style.
- Created a comprehensive library of graphics and templates for social and web, ensuring consistency across platforms.

RICHARD DREYFUSS MERCHANDISE, LLC (RICHARDDREYFUSS.NET)  
JUNE to AUGUST 2025 | Website & Branding Consultant (contract)

- Designed and launched an e-commerce website for actor Richard Dreyfuss, featuring a full line of signed memorabilia and merchandise.
- Created The Hooper Collection, a JAWS-themed product line celebrating the 50th anniversary of the original summer blockbuster.
- Developed a dedicated landing page for The Dreyfuss Civics Initiative (DCI), spotlighting Richard's nonprofit mission to restore civics education in U.S. public schools.
- Produced and curated product photography, videography, branded content, and marketing assets for seamless integration across the site.
- Delivered a digital platform that combined celebrity brand presence, commerce, and advocacy messaging into a cohesive experience.

## 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, and eventually garnered the attention of a local independent Cape Cod bank for a large increase in referral business
- B2B Social Media Campaigns: Masterminded B2B social media campaigns for the Merchant Spotlight® Series, encompassing the creation of compelling graphics and digital assets, enhancing the series' visibility and appeal, and boosting B2B engagement and lead generation.
- 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.

## CHRYSALIS 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

## *Freelance*

Website & Branding Consultant | 2017 – Present

- Partner with small businesses to create websites that elevate brand identity and drive measurable growth.
- Led website revitalization projects, strengthening UX/UI, boosting SEO, and improving organic reach.
- Guided clients through brand identity development, ensuring designs aligned with ethos, audience, and positioning.
- Implemented SEO strategies that delivered measurable gains in traffic, engagement, and conversions.
- Built strong client relationships, recognized as a trusted advisor in digital branding and strategy.

## **SELECTED ACHIEVEMENTS**

- Designed and launched the Richard Dreyfuss e-commerce platform, integrating merchandise with nonprofit storytelling to amplify brand impact.
- Directed a multi-brand strategy at HBMPAA, developing scalable branding across three major programs.
- Produced multimedia assets (logos, video, graphics) that elevated client campaigns and social engagement.
- Improved site visibility and conversions for multiple clients through strategic SEO + UX/UI upgrades.
- Known for bridging creative design, technical execution, and brand strategy to deliver holistic digital solutions and magnifying a brand's story
- Father of two boys
- Shodan rank (1st degree black belt), Uechi Ryu Karate Do
- 2nd Degree Knight of Columbus