

Michael Pernice

A RENAISSANCE MAN



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ABOUT ME

Michael Pernice is a creator, entrepreneur, podcaster, programmer, teacher, and much more! A Pittsburgh native, he graduated from Central Catholic High School and then earned three bachelor's degrees in four years at Duquesne University. During this time, Michael successfully started his first two companies, Legendz of The Stoop LLC and Formative Creations LLC.

Education

Central Catholic High School

May 2017

Duquesne University

August 2021

Degrees

Bachelor of Arts

English

Bachelor of Science

Secondary Education of English

Bachelor of Science

Computer Systems Technology

Academic Highlights

GPA: 3.55

Dean's List: Six times

Duquesne Brand Ambassador

Duquesne Student Spotlight

McGonigle Scholar

References available upon request!

EXPERIENCE

May 2021-Present

Business, IT, & Marketing Consultant What's Cookin' at Casey's

Successfully negotiated various contracts in favor of the restaurant's interest and budget. Developed a new brand for the restaurant utilizing an innovative storytelling concept of marketing. Created and managed targeted content for the restaurant's social media pages via Adobe Photoshop, Adobe Spark, and Adobe Premier. Successfully instituted a social media plan that increased Facebook page likes by 100% and Instagram followings by 20% within the first 30 days. Developed a Wix website with online ordering capabilities integrated directly with POS system. Designed new menus featuring gluten-free and vegan options via Adobe Indesign. Installed and developed the user interface for the new POS system. Consulted in business development.

Aug 2020-Dec 2020

Social Media & Marketing Intern The Education Partnership

Consulted and guided the company's digital rebranding phase. Created and managed targeted content for the company's social media pages via Adobe Photoshop and Adobe Spark. Developed a social media plan via Later, resulting in substantial analytical increases for the company's Facebook and Instagram pages. Created informative YouTube videos using AdobePremier to generate awareness for STEAM program and serve as tutorials for users. Designed and installed an interactive donation simulator utilizing multiple coding languages such as HTML, CSS, and Java on the company's website to increase donations.

Nov 2019-Present

Owner & Host Legendz of The Stoop LLC

Successfully developed a digital brand using innovative storytelling and collaborative techniques to amass a following of over 500 organic followers. Organized a virtual benefit that partnered with three local corporations to raise over \$500 in donations for four local 501(c)(3) organizations. Hosted and created over 40 podcast episodes with guests from across the country via Zoom, Adobe Premiere, and Adobe Audition. Created engaging and targeted content for social media pages via Adobe Photoshop, Adobe Premiere, and Adobe Spark. Developed a Wix website with embedded audio and video players.

Skills

Brand Development

Creativity

Interpersonal

Leadership

Problem-solver

Strong writer

Affiliations

National Society of Leadership & Success

Sigma Tau Delta

Students Against Sexual Violence