

Michael Pernice

A RENAISSANCE MAN



222 Cairo Street
Pittsburgh, Pa 15211



412-616-0542



MikePernice44@gmail.com

E-Portfolio: <https://mikepernice44.wixsite.com/portfolio>

About Me

I am a creator, entrepreneur, podcaster, programmer, teacher, and much more! As a Pittsburgh native, I graduated from Central Catholic High School in 2017. Then, I enrolled at Duquesne University, where I earned three bachelor's degrees in four years. During this time, I started my first company, The Stoop LLC, a social media marketing platform.

Education

Duquesne University
Pittsburgh, Pa
August 2017 - August 2021

Degrees

Bachelor of Science
Computer Systems Technology

Bachelor of Arts
English

Bachelor of Science
Secondary Education of English

Academic Highlights

GPA: 3.55 (Cum Laude)
Dean's List
McGonigle Scholar

Duquesne Recognition

Brand Ambassador
Student Spotlight

Affiliations

National Society of Leadership & Success
Sigma Tau Delta - English Honor Society
Students Against Sexual Violence

Skills

Project Management CRM Software
Data Visualization SEO Tools
Coding Languages UX Design

Professional Experience

Program Coordinator
The Education Partnership
Pittsburgh, PA
November 2021 - Present

- Effectively market Teacher Resource Center offerings to increase teacher participation via social media.
- Deepen relationships with the educational community by mass communicating Teacher Resource Center and STEAM Lending Library schedules, opportunities, and updates to partner school staff.
- Coordinate and market school supply drives with local businesses and community members.
- Assist with data loading new school and teacher information into Salesforce.
- Oversee shopping inventory and product restock to ensure an excellent shopping experience for our teachers.
- Coordinate with Volunteer and Inventory Coordinator and Operations Manager to ensure adequate volunteers and restock of product for Teacher Resource Center.
- Train volunteers and applicable staff to perform check-in and check-out tasks and assist with product restock, tidying, and organization of the Teacher Resource Center.
- Assist annual school selection process and coordinate Matt's Maker Space, STEAM, and professional development events for local teachers.

General Manager
What's Cookin' at Casey's
Oakmont, PA
May 2021 - December 2021

- Managed the restaurant's rebranding process utilizing an innovative storytelling concept.
- Developed and instituted a social media plan that increased the restaurant's Instagram accounts reached by 196%, content interactions by 112%, and total followings by 63%.
- Created targeted content for the restaurant's social media pages via Adobe Photoshop, Adobe Spark, and Adobe Premier.
- Partnered with local food bloggers, influencers, and businesses to market the restaurant's new brand and menus.
- Developed a Wix website using SEO keyword optimization with online ordering capabilities integrated directly with POS system.
- Designed and wrote new breakfast, lunch, and dinner menus that called out new gluten-free and vegan options available via Adobe Indesign.
- Designed the user interface for the new POS system.
- Successfully negotiated various contracts in favor of the restaurant's interest and budget.
- Managed the restaurant's social media pages by scheduling posts via Loomly and Hootsuite.
- Consulted in business development.

Entrepreneurial Experience

Owner
The Stoop LLC
Pittsburgh, PA
November 2019 - Present

- Developed a digital brand using innovative storytelling concepts and influencer techniques to amass a following of over 600 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
- Planned and developed over 50 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 using SEO keyword optimization with embedded audio and video players.
- Managed the company's social media pages by scheduling posts via Loomly.
- Partnered with independent contractors to provide production services for the podcast.