

ELDRIDGE J. AKINS

Strategic Project & Operations Manager

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Experienced Project Manager skilled in leading diverse projects from conception to fruition. My professional journey began at 13, selling newspaper subscriptions door-to-door, and since then I've fostered a versatile skill set in sales, customer service, and marketing. Building upon this foundation with my business education has propelled me into successful management roles over the past 7 years. Optimizing partner success and leading key projects to achieve company objectives is my focus. As a natural leader, I am committed to delivering tangible results and enhancing market presence in my future endeavors.

EDUCATION

Bachelor of Arts, Business Communication

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

EXPERIENCE

Program Coordinator

UCLA Center, Los Angeles, CA | 2021 – Present

- Assisted in orchestrating the development of a comprehensive budget for 15 contracts totaling over \$2.5 million in revenue, ensuring alignment with organizational objectives and financial constraints.
- Streamline contract creation through life-cycle including the approval processes, ensuring compliance with regulatory requirements.
- Successfully delivering large-scale programs and events by organizing logistics, leading vendor management, contracting, collaboration, team development, and task delegation, and executing promotional activities to engage community members.
- Improving operational effectiveness by creating, analyzing, and maintaining program records and reports to identify ineffective processes and implement enhancements.
- Enabling data-driven decision-making by monitoring contracts, assisting directors in the budgeting process, and managing variance analysis to deliver accurate budget reporting.
- Manage procurement activities, optimizing purchasing strategies to achieve cost savings and enhance operational efficiency with an annual purchasing budget of \$250,000.
- Reconciling department ledgers of more than a 1,000,000 in annual spending; including expense and payroll.
- Managing various financial functions, including processing all payroll and reimbursements for up to 10 employees per month, and identifying and solving related issues and discrepancies.

Co-Owner & Brand Manager

BlackStreet Manager, Los Angeles, CA | 2017 – Present

- Consistently achieving over \$60k in annual revenue and processing more than 2k orders since 2020 through strategic marketing campaigns, demonstrating robust project management capabilities.
- Increased audience reach from 0 to over 50K followers by pioneering innovative marketing tactics on Facebook, Instagram, and Twitter, establishing a formidable social media presence.
- Strengthened brand presence and market positioning by crafting inventive digital media content and print advertisements, resulting in increase brand engagement.
- Attained a 4.2% conversion rate by ensuring the company website remains updated with current product specifications and availability, alongside executing effective customer engagement initiatives.
- Managed the design, editing, deployment, and performance tracking of key metrics and ROI for web, email, SEO, and social media campaigns, optimizing brand effectiveness and maximizing return on investment.

Event Coordinator

Position Sports, Los Angeles, CA | 2017 – 2020

- Managed the staging of large-scale events with over 2K attendees for major corporations such as Nike, Jordan, Red Bull, and USA Basketball by assisting in collaborative efforts, operating as facility support, identifying and delegating responsibilities to brand ambassadors, and monitoring event registrations to provide exceptional customer support for event participants and clients.
- Ensured excellent client-centered service by coaching team members on enhanced sales strategies and 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 and policies.
- Organized and managed merchandise retail pop-up shops by overseeing staff training, resource allocation, and store layout design to ensure smooth and optimized workflows.

Assistant Manager

My Father's BBQ, Carson, CA | 2016 – 2019

- Displayed thorough marketing expertise by establishing strategic marketing practices and 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 and providing recommendations on best social media and SEO practices.
- Grew brand awareness and customer engagement by executing growth initiatives and 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, confirm the accurate quantity of resources needed, and assist in meal preparation and 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 Sale Councilor & Service Representative | 24 Hour Fitness, Multiple Locations in AZ & OR | 2011 – 2013

SKILL HIGHLIGHTS

Project Management | Brand Marketing | Logistics | Planning and Coordinating | Reconciliation | 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), Final Cut, Logic Pro & Adobe Acrobat
