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Andy Lunsford
Digital Marketing Expert with IT / IS Experience

SUMMARY OF QUALIFICATIONS

Digital marketing professional with four years' experience across a multitude of disciplines. Key team member in numerous software selections. Strong technical aptitude and ability to quickly learn new software packages. Effective and efficient at defining and streamlining new processes. Keen problem-solving skills quickly transform role into subject matter expert for most technical areas. Resilient and quickly responding to the constantly changing business environment.

PROFESSIONAL ACCOMPLISHMENTS

Designs Direct Creative Group
eCommerce Technical & Marketing Specialist, December 2016 – Present

- Coordinated internal system improvement projects with an outside development agency for a Fortune 500 retailer website redesign project
- Managed & performed regular maintenance on system connections that allowed us to sell products on Bed Bath & Beyond, Kirklands, Home Depot, Wayfair, and other large retailers
- Performed SEO Audits for retailers to provide marketing insight into which products customers were searching for in addition to providing benchmarks and advice to help fill needs of retailers
- Implementation & administration of Zendesk Support as a solution in-house to address customer support needs
- Project lead & sole developer for website launch of http://www.designsdirectllc.com/

SigmaTEK Systems, LLC
Digital Marketing Developer, January 2016 – December 2016

- Managed client-facing websites for majority of product and service offerings, including the main site, which is multi-national and multi-lingual website
- Facilitated creation of in-house branding standards
- Led project to facilitate easier web language translations between the international and US offices
- Developed SEO and Marketing Strategy for SigmaNEST that helped us rank #1 for the keyword "nesting software" in various search engines as well as increasing web leads over 200% in the span of 3 months
- Implemented call-tracking analytics to determine web traffic that was resulting in phone calls
- Worked as main in-house graphic designer, providing logo work, updates, and icon creation for various different projects including web, application, promotional marketing materials, banners, & other various marketing collateral

GNGF
IT Consultant, February 2015 - December 2016

- Strategically planned company IT service offerings, including IT audits
- Evaluated and selected Mobile Device Management provider to help company optimize IT time by enabling and enforcing BYOD policies and company computer policies
- Super Admin for all Google Apps accounts as well as provided in-office and remote support for Windows and Macintosh based machines to employees and contractors
- Provided weekly status updates for technology department during cross-functional "Stand-Up" meetings
- Ensured compliance with all client and vendor SLAs
- Mentored junior staff in processes and procedures. Training them how to implement schema and technical solutions for clients while following template processes (including redirects through regex utilizing an NGINX server)
- Responsible for software implementation, procurement of hardware technology, implementation of fixed asset tracking application to meet company's growth requirements
- Managed Aerohive router, related Internet connectivity issues, and day-to-day network architecture
- Published articles in company newsletter with audience of over 2,000 on various technical subjects
- Created content pieces for client online campaigns
- Produced, edited, and shot 100+ videos for inclusion on clients' websites.

Digital Marketing Analyst, January 2014 - February 2015

- Gathered and analyzed data across 90 clients to discover industry trends to strategically plan market share growth of online presence

- Worked with account coordinators to gather requirements for client satisfaction for each SEO campaign
- Partnered with external vendor to develop "Customer Success Metric" to use as a basis for measuring client success through benchmark reporting
- Managed web presence for as many as 25 clients simultaneously, using off-site and on-site optimization
- Implemented and updated schema markup for client sites as requested
- Optimized many daily processes as well as streamlined procedures resulting in 50% time savings per client daily
- Worked with development teams to ensure sites remained optimized for search by performing updates on a staging environment before implementing in production environment
- Helped prevent visitor attrition by utilizing knowledge of regex and redirect rules to update website page URLs that had been permanently moved on both Apache & NGINX web servers
- Performed complex site launches/deployments as well as led project to migrate over 50 installs to a new hosting platform
- Provided support to clients such as email migration, hosting issues, etc.
- Created client logo designs for legal firms and helped with styling websites

EDUCATION & TRAINING

University of Cincinnati College of Business
Cincinnati, OH 2009-2014
Majored in Information Systems / Marketing / Entrepreneurship
Bachelors of Business Information

Toastmasters
Working towards Competent Leadership and Competent Communicator certifications

Recipient of Grow with Google – Front End Web Development Challenge Scholarship from Udacity, January 2018

CERTIFICATIONS

Certified Google Apps Administrator
April 8, 2015 – April 8, 2016 (Lapsed)
Expert Level Knowledge in Google Apps, Managed Google Apps Account Across Entire Organization

Certified Google AdWords
April 8, 2015 – Present
Knowledge of Google's AdWords Platform as well as the best way to utilize data to optimize ad spend

Certified Google Analytics
February 4, 2015 – Present
Extensive use and knowledge of Google Analytics platform and data analysis

TECHNICAL ENVIRONMENT

PROGRAMMING LANGUAGES: HTML / CSS, PHP, SQL, Javascript

APPLICATION EXPERIENCE: Salesforce, Infor CRM, EZOfficeInventory, Maas360, Google Apps for Business, SQL +, Microsoft Visual Studio, Eclipse, Zendesk, Office 365 Admin

DESKTOP SOFTWARE: Adobe Creative Cloud CC (Focus on Adobe Premiere Pro CC, Adobe After Effects CC, & Adobe Illustrator CC), Logic Pro 9, Logic Pro X, Ableton Live Studio