

# Georgene H Nunn

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## Experience

### **Analytics and Reporting —**

- 8+ years reporting from multiple sources:
  - ◆ Reported on data from custom lead databases, niche product categorization databases in both SQL & MySQL interfaces as well as proprietary management system tools;
  - ◆ Created reports & matched data across sources such as: Marin Software, Mongoose Metrics, in-house databases, AdWords, Bing & Google Analytics;
  - ◆ Automated complex, multi-source reporting into Excel-based dashboard views that could easily be refreshed by stakeholders or ported to other formats (presentations, PDFs).
- 6+ years experience with Google Analytics, with a focus on conversion optimization & SEO:
  - ◆ Created GA Views to specially report on filtered & extracted data, such as organic search terms with ranking (prior to the search engine updates altering keyword data to Not Provided);
  - ◆ Monitored data integrity by managing Goals, Filters, and other sensitive data collection methods;
  - ◆ Implemented complex & uncommon use of Ecommerce tracking to create higher definition reports for a lead generation focused site.

### **Paid Search Advertising —**

- Simultaneously managed 12 accounts, 8 sites, and greater than \$40,000 weekly spend for a year:
  - ◆ Transitioned all AdWords accounts to Enhanced Campaigns ahead of deadline, with minimal disruption, working with Google reps to merge & restructure accounts;
  - ◆ Vetted, negotiated for & fully implemented Marin Software for advanced account management;
  - ◆ Between February 2013 & August 2013: saved over \$270,000 in overall spend year over year, with an average CPA drop of \$6.35;
  - ◆ Built new, focused campaigns which generated over 5600 leads between March & September 2013, averaging 32 new leads per day over that period;
  - ◆ Marin Enterprise Certified Specialist certificate earned April 9, 2013.

### **Conversion Optimization —**

- Experienced in multiple page testing suites: thorough experience with Google Analytics Experiments (formerly Google Website Optimizer) & Visual Website Optimizer as well as passing familiarity with Optimizely and Unbounce.
- Created & launched sweeping creative tests involving all aspects of a campaign: ads, messaging, images & layout. These tests regularly sought to balance proven methodology with business desires & needs.

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### Site Building, Scoping, Design & Testing —

- 5+ years experience coordinating between users, developers, and managers to develop internal CRM and reporting tools:
  - ◆ Wireframed interfaces & documented products based on business needs and user requests;
  - ◆ Worked directly with developers to QA features as they were built, using both direct communication and JIRA project tracker to create bug reports.
- Hosted, designed & built multiple WordPress-based sites for small local businesses, as well as assisting in the implementation of plugins and design for companies as a contractor.

### Instructional Writing, Documentation & Articles —

- Developed documentation for users from documentation created during CRM & tool development cycles.
- Created a 3 part training series to educate in-house SEO/marketing team on how PPC works. [\[sample\]](#)
- Wrote detailed documentation aimed front end developers on how to implement website conversion tracking, including:
  - ◆ Specialized instructions for integrating Google Tag Manager with proprietary internal systems, WordPress & Gravity Forms;
  - ◆ Implementing conversion tracking tags such as Marin Software & Mongoose Metrics, and special implementations of Google Analytics Ecommerce.
- Written 6 [articles](#) for ConversionXL.com covering organizational PPC strategy, tag management basics & 101-level Google Analytics use:
  - ◆ [Finding The High Converting PPC Keywords That Are Right Under Your Nose](#)
  - ◆ [Using Negative Keywords To Attract Highly Qualified Customers](#)
  - ◆ [Google Analytics 101: How To Configure Google Analytics To Get Actionable Data](#)
  - ◆ [How "Tag Management" Can Improve Site Performance](#)
  - ◆ [Why Keyword Themes +Modified Broad Match = Winning PPC Strategy](#)
  - ◆ [Google Analytics 102: How To Set Up Goals, Segments & Events in Google Analytics](#)
- Written 1 article for Shopify regarding low budget PPC strategy
  - ◆ [How to Spend Your First \\$100 on Google Adwords](#)

### Other Notable Experience —

- Experience setting up email campaigns for best practices in sender & list rules, as well as proper formatting for multiple devices.
- Fully created both instructional and promotional videos with full voiceover using Camtasia. [\[sample\]](#)

## Employment History

### Private Contractor (February 2014—present)

After leaving Vacation HotDeals, I began doing client work in order to rebalance personal & professional time. This work has included virtually all aspects of my skillset: keyword & market research, WordPress setup & maintenance, instructional writing, Google Analytics configuration & reporting, and AdWords management.

### VacationOwnership.com LLC (February 2004—February 2014)

I joined the company in 2004 when it was SellMyTimeshareNOW.com as the first NH employee. I assisted in the growth of the company during the early start up phase, acting at various points as accountant, HR, IT, reception, and customer service.

As the company grew, my role transitioned firmly into the IT department, where I worked closely with the network administrator, as well as the development teams, including a brief role as IT Team Lead. During that time I was primarily titled Systems Analyst and aided in reporting, project organization, and product QA.

After a restructuring, I transitioned into the Marketing department as a Web Marketing Analyst & Strategist, where I became the go-to resource for Google Analytics & email marketing. This role had me coordinating closely with the content marketing team, while still directly interfacing with the IT team.

After SellMyTimeshareNOW merged with Vacation Innovations, I was approached to become an in-house resource for paid search management. In June of 2013 I was given the title of Search Engine Marketing Manager to reflect my role as the head of paid lead generation efforts.

*For a complete listing of prior roles, positions & projects, please refer to my LinkedIn profile:*

<http://www.linkedin.com/in/georgenennun/>

### **Personal Project: Earth Is Huge And We Are All On It — 05/2014 — 05/2015**

An online magazine with an accompanying site (<http://earth-is-huge-mag.tumblr.com>), Earth Is Huge was created as a means to have a creative outlet in the form of boosting others' creative works.

*Earth is Huge* was digitally published on Issuu. (<https://issuu.com/georgenehelennun>) I was responsible for seeking & vetting submissions, as well as the layout & design of most issues, with some layouts being coordinated with a volunteer editor.

9 issues total were created, which have garnered over 34,000 impressions with little more than a word-of-mouth marketing effort.

