

# GEORGENE NUNN

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## [SUMMARY & GOALS]

Multi-disciplinary digital marketing & development professional with 10+ years of experience handling product development and promotion. Possess proven product management experience and concept development skills. Aiming to expand my current client base through strategic partnership, with the possibility of joining as a full-time member if a good fit is found.

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## ANALYTICAL SKILLS

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- Analyzed data for growth opportunities from sources such as: custom databases, Marin Software, Mongoose Metrics, AdWords, Bing ads, Google Analytics
- Automated complex, multi-source reporting into Excel-based dashboard views for easy use by stakeholders at all company levels

## PAID SEARCH ADVERTISING

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- Managed 12 accounts, 8 sites, and greater than \$40,000 in weekly ad spend simultaneously
- Vetted and negotiated enterprise level tools for advanced account management
- Developed highly focused campaigns & strategies that saved over \$270,000 a year while generating additional qualified leads

## SITE BUILDING & MAINTENANCE

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- 5+ years experience coordinating with users, developers, and managers to build internal-use and public-facing websites, including: wireframing, project management, QA, user training
- 10+ years of experience hosting, designing, and constructing websites for clients (see list next page)
- Over 10 years experience with WordPress-based sites, handling all aspects: content creation, plugin selection & maintenance, theme selection & creation, custom alterations, maintaining site security

## INSTRUCTIONAL & TECHNICAL WRITING

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- Multiple years experience developing documentation for internal product use
- Created a 3-part training series on Google AdWords
- Several articles written for popular web publications (see list next page)

## WORK HISTORY

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PRIVATE CONTRACTOR, DOVER, NH,  
VACATIONOWNERSHIP LLC, MULTIPLE ROLES, EXETER, NH  
COMPLETE WORK HISTORY:

2014 – PRESENT  
2004 – 2014

<https://www.linkedin.com/in/georgenunnn>

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**PUBLISHED WORKS**

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**CONVERSIONXL.COM:**

- ◆ *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*

**SHOPIFY:**

- ◆ *How to Spend Your First \$100 on Google AdWords*

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**WEBSITE CLIENTS**

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**JEWISHFOODHERO.COM:**

- Transitioned hosting companies to accommodate change in needs (September 2016)
- Implemented new, retina-ready design (December 2016)
- Implemented hybrid WooCommerce/Gumroad sales solution (December 2016)

**MATHFORMIDDLES.COM:**

- Forwarded old website to maintain SEO value (August 2016)
- Improved Google Analytics tracking on forms (September 2016)

**PERFECTPILLCUTTER.COM:**

- Created new home page to improve conversions ([perfectpillcutter.com/new/](http://perfectpillcutter.com/new/))
- Restructured all AdWords efforts including extensive research (2016 ongoing)
- Technical assistance maintaining website (2016 ongoing)

**OILSUCCESS.GLOBAL:**

- Designed, hosted, and built website to client specifications (2016)
- Created regular blog content based on marketing goals & regulatory requirements (2016)
- Social media setup & content creation (2016)

**GLINDACREATIVE.COM:**

- Hosted & built website from provided design (2016)