3143 Bellewood Avenue #1, Cincinnati OH 45213   •   (513) 310-0049  •  andylunsford@gmail.com

**Andy Lunsford**

**IT Professional with Strong SEO & Design Experience**

**SUMMARY OF QUALIFICATIONS**

Technical professional with three 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 respond to the constantly changing business environment.

**PROFESSIONAL ACCOMPLISHMENTS**

**SigmaTEK Systems, LLC**

*Digital Marketing Developer, January 2016 - Present*

* Managed client-facing websites for majority of product and service offerings, including the main website, which is a multi-national, multi-lingual website
* Led project to facilitate easier web language translations between international offices and US office
* 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, which were previously not tracked at all
* 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
* Created and managed processes for on-boarding and off-boarding associates
* 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.
* Led office relocation project with approximately 45 day window

*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 stging environment before implementing in production environment
* Utilized regex through an NGINX server in order to create redirects that facilitated customer retention through site navigation as well as server optimization
* 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 and internally branded documents

**Omega 6 Studios**

*CEO, Audio Producer & Engineer, January 2010 - February 2015*

* Managed entire operations of business including prospecting and subcontractors relations
* Recorded full-length albums and demos for clients signed to mid-size labels
* Managed website and client facing interactions throughout the recording process
* Funded college from proceeds of recording studio services as well as invested in equipment maintenance and business management

**EDUCATION & TRAINING**

**University of Cincinnati College of Business**

**Cincinnati, OH 2011-2014**

*Majored in Information Systems / Marketing / Entrepreneurship, 3.3 GPA*

*Bachelors of Business Information*

**University of Cincinnati Blue Ash Campus**

**Blue Ash, OH 2009-2011**

*Majored in Pre-Business Administration, 3.8 GPA*

*Associate of Arts*

**Toastmasters**

*Working towards Competent Leadership and Competent Communicator certifications*

**CERTIFICATIONS**

***Certified Google Apps Administrator***

*April 8, 2015 – Present*

Expert Level Knowledge in Google Aps, 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**

**OPERATING SYSTEMS**: Windows XP, Windows 7, Windows 8, OSX 10.8, OSX 10.9, OSX 10.10, Ubuntu, Kali Linux

**PROGRAMMING LANGUAGES**: Java, PHP, SQL, HTML / CSS, Javascript, .NET

**APPLICATION EXPERIENCE**: Salesforce, Infor CRM, EZOfficeInventory, Maas360, Google Apps for Business, SQL +, Microsoft Visual Studio, Eclipse

**DESKTOP SOFTWARE**: Word Perfect, iLife Office Suite, 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, Sony Vegas Studio

**MICROSOFT OFFICE TOOLS** Excel, Powerpoint, Word, Vizio, Access, Outlook, Project