

Andy Dunn

LinkedIn: <https://www.linkedin.com/in/andydunn8/>

Portfolio: <https://yuntogroup.com/portfolio/>

RELATED EXPERIENCE

Caribou

Remote / Denver, CO

Senior SEO Manager - Led Growth Marketing Team

May 2021 – Oct 2022

Growth Marketing, SEO management, and organic strategy rebranding. SEO focuses around the Next.js framework + Contentful headless CMS. Optimization projects involving Product, Engineering, and Analytics teams with web-centric actions to increase lead volume and conversion rates while decreasing CPA. Proof of value optimizations, customer journey UI/UX, landing page experience, campaign analysis, A/B tests, and data-driven insights. Strategy based on improving organic search presence, increasing site performance, and building out dynamic lead gen funnels. Copywriting contractor and Google Ads agency liaison with ads structured around PPC bidding AI. Meta data architecture deployment in headless CMS. Best practices based off of Google's Core Web Vitals aligned with SSG/SSR principles within REACT.

Bio-Techne (NASD: TECH)

Centennial, CO

Digital Marketing Analytics Specialist - SEO/SEM Team Lead for Multiple BUs

June 2019 – May 2021

Aligned business unit (BU) content strategies and SEO goals; Increased organic traffic over 20% YOY; Google Ads SEM lead for \$40K/mo spend campaigns driving conversion leads over 118% FYTD; Google Analytics 360 Marketing Platform (GA360) lead admin; Managed GA360 web properties with 28+ million page views across 380,577 pages (English and Chinese 简体中文) and \$84M+ eCommerce revenue FYTD; Lead Google Tag Manager (GTM) tracking and Core Web Vitals expert for company's portfolio of 7 main websites and 200K+ eCommerce products; Developed custom GTM integrations for Salesforce and Marketo; Agile Scrum stakeholder; Data-driven demand and revenue generation; Established ROI-based reporting channels; Standardized reports within data lake architecture; Provided UX/UI insights; AI & Business intelligence.

Heart to Heart Counseling Center Inc.

Colorado Springs, CO

SEO Manager and WordPress Developer

April 2018 – May 2019

Developed WordPress eCommerce websites; Led three person team; Top SERP ranks for 50 diff kws; SEO keyword strategy; Ads manager; Setup YOY/QOQ eCommerce tracking; Optimized funnels.

Yunto Group LLC

Greenwood Village, CO

SEO Consultant - Technical SEO Expert, UX/UI Developer, Digital Marketer

Mar 2016 – Present

Dynamic site strategy and deployment using custom post types and subdomains over 93K pages.

EDUCATION

American Military University - Manassas, VA

2011

M.A. – National Security Studies–Capstone Con: Terrorism, Summa Cum Laude

GPA 4.0

Metropolitan State University of Denver - Denver, CO

2010

B.S. – Criminal Justice & Criminology Major, Accounting Minor, Cum Laude

GPA 3.73

RELATED SKILLS AND CERTIFICATIONS

Skills: Google Analytics (GA360/GA4), Search Console, Webmaster Tools, Data Studio, Google Ads, Moz Tools, SEMrush, BrightEdge, Screaming Frog, Facebook LinkedIn Ads, cPanel, Adobe CC

Certifications: Google Ads Certified, DigitalMarketer.com - Customer Acquisition, Value Optimization, Content Marketing, Optimization and Testing, Search & E-Commerce Marketing, Email Marketing.