

## Ivan E. Nunez

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### Summary of Qualifications

Creative, dynamic senior level Web professional with over 14 years of experience. Track record of developing and implementing interactive marketing solutions, managing interactive projects, and leading interactive and cross-disciplines teams. Results-oriented leader with a rare blend of management, technical and teaching abilities. Informed and passionate about emerging online marketing trends. Well-spoken and well-informed creative thinker with experience inspiring and connecting with clients and colleagues. Key strengths include:

- Experience ascertaining clients' business models and marketing goals
- Successful in formulating online strategies and translating them into user-centered interactive experiences
- Experience in information architecture and usability and writing related user experience documentation
- Knowledgeable of online tactics, including Social Media, and how they fit in the branding/marketing mix
- Strong ability to inspire and connect with clients by providing expertise on interactive marketing opportunities and the changing landscape of technology and culture
- Experience engaging Social Media communities

### Professional Experience

#### **Interactive Strategist/Web Consultant**, Self, March 2009-Present

- Provide solutions to engage consumers online
- Develop information architecture, SEO goals and metrics and Social Media strategies

Selected clients:

Minnesota Medical Foundation, StarTribune, Rels, Veit, Meritas, Alaris  
Information Architect contractor for OLSON: projects for 3M and Target  
Strategy/Project Management contractor for Greer: project for Microsoft.

#### **Director, Interactive Media**, The Nancekivell Group, November 2006-March 2009

- Developed and implemented successful online marketing initiatives
- Evaluated Web metrics for clients including SEO and E-Mail marketing results
- Provided expert perspective on interactive and marketing trends to clients and colleagues helping build the reputation of our interactive practice
- Directed Web projects with budgets larger than \$40K delivering results on time and on target
- Enhanced the interactive development process to best use creative talent and ensuring great project results
- Managed daily operation of the interactive department and maintain relationships with clients and vendors
- Led interactive pitches and key presentations resulting in additional business opportunities for the agency

Selected clients:

ATK, Bremer Bank, Owens Corning, Collins, Possis, MedNet, HealthFitness

**Director, Interactive Media**, Greer & Associates, June 2000-November 2006

- Designed and implemented successful interactive initiatives for clients including E-Commerce sites and Web applications
- Collaborated with principal to expand the interactive department, establish procedures and define services offered
- Supervised, mentored and retained interactive designers and programmers with no interactive staff turnover during my tenure
- Managed cost, schedules and performance of interactive projects
- Developed information architectures and designed graphical user interfaces for Web sites
- Launched and maintain the agency's intranet and developed components for scheduling and project management

Selected clients:

Thomson West, UnitedHealth, Landscape Structures, Disetronic, Sporting Goods Manufacturing Association, Nutrisoda, Minnesota Golf Association

**Coordinator, Web Development Office**, Minnesota Department of Health, July 1997-June 2000

- Led all Web strategies and acted as key Web expert for all the department's divisions
- Managed the department's public and internal Web sites and related applications by updating content and conducting site analytics
- Identified strategies toward implementing electronic government solutions
- Developed and enforce Web standards and streamlined methods for publishing content

**Webmaster**, Minneapolis College of Art and Design, 1995-1997

- Developed the college's Web site
- Delegated mentor and consultant to students, faculty and staff on all things Web
- Developed technical documentation and conducted site analytics
- Provided expert perspective on interactive trends and new developments

**Teaching: University**

University of Minnesota-Twin Cities, 1995-2005

- Advanced Typographic Design
- Computer Applications to Design Problems II

**Teaching: Adult Short Term Intensive Workshops**

Minneapolis College of Art and Design, 1994-2000

- Web Design: From the Ground Up
- Web Design: Beyond the Basics
- Developing Web Pages with Dreamweaver
- Electronic Portfolios and Online Presentations

**Education**

1995 M.F.A. Visual Studies, Minneapolis College of Art and Design

1990 B.F.A. Minneapolis College of Art and Design

1982-1984 Biology major, Hamline University

**Languages spoken in addition to English**

Spanish (native speaker), French (fluent)