

Jefferson Nunn

Plano, TX | Jefferson@jeffersonnunn.com | 817-666-2444 | <https://www.linkedin.com/in/jeffersonnunn/>

PROFESSIONAL SUMMARY

INNOVATIVE, CREATIVE, AND SERVICE-ORIENTED BUSINESS AND TECHNICAL EXPERT WITH EXECUTIVE EXPERIENCE. CAN CONTRIBUTE EQUALLY IN THE AREAS OF BUSINESS/PRODUCT DEVELOPMENT, TECHNOLOGY, INFRASTRUCTURE, AND SALES AND MARKETING.

HONEST COMMUNICATION STYLE THAT REVEALS, RESULTS-ORIENTED ATTITUDE, STRONG INSTINCTS AND RESEARCH SKILLS.

Sales, Marketing, and Lead Generation:

- Customized SEO and social media by utilizing banner ads/pop-ups on Facebook, LinkedIn, Google, and Omni Ads.
 - Devised telemarketing campaigns that focus on live transfers and customer vision.
- Oversaw marketing campaign within telecommunication industry that earned more than \$1.2M per month.
 - Presented technical product information to CEOs and customers alike, in a clear and persuasive manner.

Business Development:

- Provided consumer insights and market research to entrepreneurs exploring B2B and B2C opportunities.
 - Focused on bringing services to luxury and targeted consumers.
- Created business plans, public relations tactics, go-to-market strategies, and product specifications

Leadership and Mentorship:

- Managed group of up to 100 team members, including hiring, managing, and mentoring.
- Motivated team by providing excellent professional paid training and strong compensation initiatives.

Information Technology:

- Created, maintained, and updated network infrastructure at the enterprise level for corporations.
- Led retail expansion from 40 to over 250 stores, including physical expansion, information technology installation, VPNs, and training.

INDUSTRIES: Insurance | Financial Services | CryptoCurrency | Luxury Sales | Manufacturing | Electronics | Information Technology | Telecommunications | Online Marketing

CURRENT PROFESSIONAL EXPERIENCE

Principal

Jefferson Nunn Consulting, Plano, TX

August 2017–Present

Provides digital strategy and data management for organizations and industries looking for growth and retention.

Generated leads through digital and telemarketing campaigns for 20 insurance corporations representing 4,500 agents targeting the construction industry. Trial program generated 200 leads, **providing 200% return on investment.**

Configured and managed entire digital campaign for Robin McGraw Revelation (CBS Property). Manage all advertising, call centers, email and social outreach. Generating \$500k+ monthly revenues, **providing 250% return on investment.**

Currently building a unique national Health campaign for a confidential doctor network. Goal is to generate \$1m to \$5m monthly while improving access to patient care and improving the health of Americans.

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Technology Director

AVIR, Inc. Palm Springs, CA

February 2012—Present

AVIR specializes in the design, engineering, installation, integration programming, and maintenance of the finest in entertainment/control and lighting/motorized shade solutions.

Provided consumer research to help corporation understand the luxury demographic they service. Consulted directly with sales team to brainstorm custom installations and clients to explain the advantages of technology. **Supporting \$5M annual revenue.** In addition, managed information technology infrastructure for 50 employees.

RECENT PROFESSIONAL EXPERIENCE

Technology Consultant

Meeks Audio Group (MAG), Huntington Beach, CA

June 2017—June 2018

MAG develops and brings to market audio devices for retailers through strong consumer insights, innovative technology, and efficient industrial design. Provided strategic advice to B2B-focused corporation exploring B2C opportunities via consultation, specification documents, and go-to-market strategy plans.

Advisor

BN Audio, San Diego, CA

June 2012—June 2018

Manufacturer of exclusive BlackBox Music System.

Consulted with hands-on founder to develop new consumer brand selling handcrafted, high-end audio systems favored by recording artists.

Insurance Agent

Farmers Insurance Group, Lakewood, CO

September 2014—July 2017

Farmers Insurance Group is an American insurer and provider of financial services products.

Built client base of 250 customers (corporate and individual) representing over 1,000 insurance policies by identifying clients utilizing SEO and digital marketing strategies including placing ads on Facebook and Google. Followed up using consultative sales process.

Received Blue Base Award and named Agent of the Month for corporate lines.

Information Technology Director

GoWireless, Inc., Las Vegas, NV

March 2009—January 2012

Wireless retail company offering associated services via retail and online avenues.

Served as IT director charged with developing infrastructure and staff training as retail operation expanded from 40 to 250 locations. Launched successful SEO campaign that pushed “GoWireless” ahead of Verizon. Created campaign to reach current and new customers purchasing insurance policies. **65% of customers who left retail location soon purchased insurance after texting campaign. Insurance campaign yielded sales >\$1.2M per month.**

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ADDITIONAL EXPERIENCE

President

Mind Dragon

March 2003—March 2009

Executive Vice President

Voice Vision, Inc.

March 2007—January 2009

Chief Information Officer

Ronco Corporation

March 2003—December 2006

Chief Information Officer

Internet Solution Group

January 1999—February 2003

PATENTS

US20030235282A1 – Automated transportation call-taking system

US9936269B2 – Method for collecting and transmitting data of an object impacted by another object

TECHNICAL KNOWLEDGE

Operating Systems and Cloud Environments: Windows, Linux, Amazon AWS, Microsoft Azure, OpenStack

Hypervisors: Hyper-V, VMware, Docker

Amazon: EC2, BeanStalk, Lambda, S3, EBS, EFS, Aurora, RDS, Redshift, DynamoDB, ElastiCache, CloudFront, Route 53, ELB, VPC, CodeStar, CodeCommit, CodePipeline, Cloud9, CodeBuild, Amazon ML, MobileHub, Connect, SES, Alexa, Chime, Workspaces, Appstream

Microsoft: VM, SQL, Cosmos, ML, DevOps, AzureAD, Exchange, Office 365, Backup, Visual Studio, VSTS

Databases: Microsoft SQL, MySQL, Aurora, Redshift, DynamoDB

Languages: Visual Studio, C#, .NET, JavaScript, Java, PHP, Python, Perl, Xamarin, Swift

CryptoCurrencies: Bitcoin, Ethereum, Litecoin and many others

VOIP Platforms: Asterisk, Twilio, Panasonic, NEC, Cisco

Enterprise Networking: Cisco, SonicWall, Dell, Mikrotik, Meraki, Ruckus, CloudFlare

Home Automation: Control 4, Crestron, Lutron, Alexa, Siri

CRM: ConnectWise, Salesforce, Insightly, Zoho

ERP / Accounting / Supply Chain Logistics: NetSuite, Dynamics GP, Dynamics 365, RQ4, Intuit

Mobile Platforms: Google Android, Apple IOS

Internet of Things (IoT): Raspberry Pi, Asus Tinker Board, Parallela

Web API Development: Facebook, LinkedIn, Google, Microsoft, Twilio, Amazon, FedEx, UPS, USPS, Visa, MasterCard, American Express, Wells Fargo, Bank of America, Intuit, and Verizon

Analytics: Google, Bing, Facebook, Twitter, LinkedIn

Landing Page Systems: ClickFunnels, Leadpages, Wix

Shopping Carts: WooCommerce, Shopify, NetSuite, Zoho, Magento, OpenCart, Volusion

CMS: WordPress, X Themes, Magento, Shopify, Wix

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EDUCATION AND LICENSURE

Education

California Lutheran University, Thousand Oaks, CA	1999
Ventura College, Ventura, CA	1993

Licensure

Microsoft SQL Certification, 923215	Awarded 2012
P&C, Life and Health Insurance for Colorado and Texas (NPN 17358407)	Awarded 2014
FINRA Series 6	