

Barry Gunnels

Director of Digital Experience | Web Development & Digital Marketing Management | Client Relations

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Professional Summary

Results-driven Director of Digital Experience and Creative Lead with 19+ years of experience leading web development and strategic client relations. Architected 250+ dealership sites through end-to-end design consultations, high-level presentations, and coordinated technical launches. Expert in bridging aesthetic design with performance—leveraging AI workflows, bilingual marketing, and SEO to deliver measurable conversions for nationwide clients. Proven leader of cross-functional teams focused on translating complex business goals into high-impact digital experiences.

Skills

AI & Content Tools: AI Content Strategy, AI-Assisted Writing (ChatGPT, Gemini), Blogging, Bilingual Content Creation (English/Spanish)

Programming Languages & Frameworks: HTML, CSS, JavaScript, Proprietary CMS Platforms

Web & User Interface Development: Responsive Web Design, Custom Theme Development, UX/UI Design, Web Application Development, Front-End Optimization, Content Development, Data Visualization, Landing Page Creation

Digital Marketing & SEO: SEMrush, Google Search Console, Local SEO, Google Business Profile Optimization, Keyword Research, Backlink Analysis, Lighthouse, PageSpeed Insights, Core Web Vitals.

Content & Social Media: Social Media Management (Facebook, Instagram, GBP – 1,000+ posts), Review Management

Advertising & Analytics: Google Ads Management, Google Analytics 4, Split Testing, Performance Metrics, Reporting Dashboards

Tools & Platforms: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere), Figma, Canva, Shopify, HubSpot, Looker, Google Workspace, Microsoft Office

Leadership & Client Relations: Strategic Client Consultation, Primary Stakeholder Liaison, High-Value Client Retention, Cross-Functional Team Management (In-House & Offshore), Project Lifecycle Coordination, Bilingual Client Strategy (English/Spanish), Tier 3 Technical Advocacy

Professional Experience

Director of Web, *SurgeMetrix* (Remote)

March 2019 – Current

- **Web Development & Design:** Designed and launched 50+ custom websites for automotive and agricultural clients using HTML, CSS, JavaScript, and Photoshop.
- **Consultative Design & UX:** Provided high-touch consultation to dealers through end-to-end design meetings, translating business goals into high-converting landing pages.
- **Launch Coordination:** Directed the full project lifecycle, facilitating all client presentations and coordinating technical launches to ensure brand consistency and functional accuracy.
- **Social Media & Content Strategy:** Created and scheduled 1,000+ social media posts and hundreds of blog articles via AI-enhanced workflows (ChatGPT/Gemini).
- **Bilingual AI Strategy:** Spearheaded Hispanic marketing initiatives using AI-assisted content (ChatGPT/Gemini) for Spanish-language social and blog content, coordinated with Mexico-based teams for cultural editing.
- **Account Management:** Served as the primary stakeholder liaison for relationship management and complex issue resolution via HubSpot CRM.
- **Global Team Leadership:** Managed offshore development and support teams to streamline workflows and quality control, reducing project turnaround time.
- **Performance Optimization:** Improved Core Web Vitals utilizing SEMrush, Lighthouse, and PageSpeed Insights for comprehensive SEO, speed, and accessibility audits.
- **Local SEO & GBP:** Managed Google Business Profile optimization and local SEO audits for 20+ locations, boosting local pack rankings.
- **Digital Advertising & GA4:** Managed targeted Google Ads campaigns and GA4 reporting while producing custom digital assets for national marketing presentations.

QA / Tier 3 Support / Design Support Team Lead, Dominion Enterprises

2013 – March 2019

- **Team Leadership:** Directed in-house and offshore design/QA teams, establishing workflows and QC standards across two proprietary CMS platforms.
- **Technical Consultation:** Served as lead consultant for dealers and internal teams on HTML/CSS, SEO, and CMS functionality, resolving 95% of complex issues within SLA.
- **Web Deployment:** Conducted consultations, created site comps, and launched custom websites, maintaining 200+ properties.
- **Tier 3 Support:** Resolved advanced technical issues regarding custom code and performance.
- **Compliance & Maintenance:** Updated sites via HTML, CSS, and JavaScript to ensure brand consistency and strict OEM compliance.
- **Graphic Design:** Designed and managed high-impact digital advertisements using Adobe Photoshop to support national marketing initiatives.

Tier 2 Support Specialist, Dominion Enterprises

2008 – 2013

- **Technical Support:** Resolved site functionality, custom code, and SEO issues, achieving a 90% first-contact resolution rate.
- **Site Maintenance:** Performed continuous updates using HTML, CSS, and JavaScript to maintain brand consistency and OEM compliance.
- **QA Collaboration:** Partnered with development teams to identify and test bugs in legacy platforms, improving system stability.
- **Process Optimization:** Collaborated on design consultations and site optimizations, contributing to a 25% increase in deployment speed.

Project Manager, Dealerskins (Dominion Enterprises)

2006 - 2008

- **Lifecycle Management:** Managed full website build lifecycles for 200+ projects.
- **Performance Excellence:** Ranked #1 Project Manager based on client approval ratings and time-to-market metrics.
- **Account Oversight:** Maintained comprehensive records for contracts and third-party services.

Education

- Associate of Applied Science in Multimedia ITT Technical Institute, Nashville, TN
- Additional Coursework in Graphic Design Media Nossi College of Art, Nashville, TN

Certifications

- Google Analytics (GA4)
- Google Ads Display Certification
- HubSpot Digital Marketing
- Foundations of AI-Powered Search Ads for Practitioners