

LYNSEY NUNEZ

DIGITAL BUSINESS ANALYST | AI-DRIVEN PROCESS OPTIMIZATION

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Helping companies leverage AI and digital platforms to streamline operations, optimize workflows, and improve business outcomes.

SUMMARY

Technical and results-driven Digital Business Analyst with extensive experience in AI-assisted process optimization and digital workflow improvement. Proven track record of identifying inefficiencies, implementing automation, and delivering measurable improvements in efficiency, client outcomes, and revenue. Skilled at translating technical solutions into actionable business strategies and collaborating with cross-functional teams to drive organizational growth.

PROFESSIONAL EXPERIENCE

Website Designer and Project Manager | Lofty

May 2024 - Present

- Pioneered a new framework for professional website services, creating scalable processes and new revenue streams.
- Leveraged AI and automation tools to optimize workflows, reduce delivery timelines, and expand design capabilities beyond traditional CMS limits.
- Applied advanced HTML/CSS customizations with AI-assisted solutions to enhance flexibility and client outcomes.
- Collaborated with stakeholders to identify AI adoption opportunities and service expansion strategies.

Manager, Website Implementation | Storable

Mar 2022 - May 2023

- Directed cross-functional teams (consultants, writers, QA) to ensure seamless SaaS deployment and high-quality client outcomes.
- Spearheaded integration of AI-assisted content generation, reducing repetitive tasks and boosting efficiency by 40%, saving \$30K annually.
- Defined and monitored KPIs, producing actionable reports that informed product strategy and resource allocation.
- Partnered with engineering and product teams to identify automation opportunities, streamlining processes and reducing bottlenecks.
- Recruited, onboarded, and mentored top talent, scaling departmental capacity and creating sustainable team processes.

Custom Design Team Lead, Branded Sites | Ylopo

Dec 2020 - Feb 2022

- Established and led a custom design team, setting operational standards and creating documentation for scalable output.
- Implemented process improvements and automation practices, reducing turnaround times and improving consistency.
- Collaborated with sales and product leadership to roadmap new design templates and scalable offerings.
- Delivered VIP client solutions with complex technical requirements, balancing customization with repeatable processes.
- Introduced training and mentorship programs, reducing onboarding time and improving team efficiency.

Website Project Manager, Branded Sites | Ylopo

Jul 2020 - Dec 2020

- Managed high-value website projects from scoping to launch, ensuring technical accuracy and alignment with client goals.
- Created training resources, onboarding documentation, and weekly mentorship sessions, improving efficiency for new hires.
- Acted as the escalation point for project, process, and technical challenges, developing long-term solutions that prevented repeat issues.
- Streamlined internal communication processes between design and development teams, reducing project delays.

Website Specialist II | GoDaddy

Jun 2019 - Jul 2020

- Managed full-cycle SaaS website projects, translating client requirements into technical builds and delivering on schedule.
- Executed advanced WordPress modifications and optimizations using CMS expertise, HTML, and CSS to accelerate delivery timelines.
- Performed internal QA reviews to ensure accuracy and compliance with project specifications before launch.
- Delivered technical training to clients and internal staff, enabling independent management and reducing reliance on support teams.
- Collaborated with cross-functional teams to resolve escalations and improve processes for future builds.

SKILLS

- **Core Competencies:** Digital Business Analysis, SaaS Implementation, Workflow Design & Process Improvement, Requirements Gathering, Strategic Planning, Project Management, Team Leadership
- **AI & Automation:** ChatGPT, Gemini, Zapier, IFTTT, Automating workflows, Generating content, Streamlining repetitive tasks
- **Digital Platforms & Development:** WordPress, Squarespace, Lofty CMS, HTML & CSS, SQL, Salesforce
- **Tools & Collaboration:** Jira, Zendesk, Github, Asana, Canva, Google Workspace, Microsoft Office Suite

CERTIFICATIONS

- Certified Six Sigma White Belt
- Foundations of User Experience (UX) Design
- Introduction to Web Development (CS1005).
- Introduction to SQL and Intermediate SQL (CS1001).
- Introduction to Information Technology (CS1001).