

Jack Nugent

Digital Project Manager | Web & AI Automation Specialist

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ABOUT ME

Digital Project Manager with hands-on experience building AI-powered tools and automations. I combine 4+ years of WordPress site management and web project delivery with a growing specialization in AI workflow design and process automation.

WORK EXPERIENCE

Global Digital Marketing Specialist | **Banner Engineering** | Plymouth, MN | July '22 – Present

- Managed end-to-end website projects for new product launches, coordinating across design, copy, PM, and stakeholder teams to meet strict deadlines
- Oversaw site maintenance and updates across 12 global websites, prioritizing tasks & managing budget
- Built and deployed three AI-powered internal tools from scratch: a dynamic launch calendar that auto-adjusts milestones based on launch date, a global publishing automation with a custom Python UI, and a CMS reporting pipeline that formats and emails daily digests - collectively saving hundreds of hours of repetitive work
- Oversaw global translation projects in coordination with external vendors, managing timelines and deliverables across multiple languages
- Utilized Jira to create, assign, and track all web projects and maintenance tasks

Account Manager | **Greenhorn Digital (Student-Run Agency)** | Fort Collins, CO | Jan '21 – May '22

- Built and launched WordPress websites for local small business clients from kickoff through go-live, including plugin configuration, Elementor page building, performance optimization, and troubleshooting
- Served as the primary point of contact for multiple client accounts, gathering requirements and translating them into actionable development tasks for the design and dev team
- Presented mockups, project updates, and final builds to clients - managing feedback, scope, and expectations throughout
- Conducted keyword research and implemented on-page SEO strategies using best practices to improve organic visibility

Freelance Web Developer | **Independent** | Remote | March '22 – Present

- Designed, built, and launched a WordPress website for a small business client (arc-precision.com), managing the full project independently from requirements through deployment
- Provide ongoing WordPress maintenance, plugin updates, and content updates — maintaining a trusted long-term client relationship

SKILLS

WordPress	Site builds, Elementor, plugin configuration, performance optimization, security monitoring
AI & Automation	Claude AI, workflow automation, custom internal tools, Python scripting
Automation Tools	Custom scripts, API integrations, CMS automation, automated reporting pipelines
Web Tech	HTML, CSS, Python, AEM, Google Analytics, SEMrush
Project Mgmt	Jira, cross-functional coordination, scope management, client communication
Design	Figma, Photoshop, Illustrator, UX/UI principles

EDUCATION

B.S. Marketing & Computer Information Systems | **Colorado State University**

Fort Collins, CO • Graduated May 2022 • GPA: 3.78