

# Nick Pecastaing

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## Professional Summary

Results-driven digital marketing and e-commerce professional with extensive experience in digital design, strategy, web development, and performance marketing. Proven success in leading multi-platform campaigns, optimizing online experiences, and increasing revenue across multiple industries, including Native American art and jewelry, restaurants, and nonprofits. Key accomplishments include:

- Playing key roles within a marketing team by executing omnichannel marketing campaigns for 20+ brands across different industries and helping all brands achieve revenue goals for the first time in organization history.
- Generating over \$2.1M in e-commerce sales by managing indianpueblostore.com on Shopify, significantly enhancing conversion rates for Native American art and jewelry.
- Designing and optimizing WordPress sites for 9+ brands, enhancing user experiences and driving traffic and conversions.
- Executing comprehensive digital advertising campaigns—including email, paid social, and Google Ads channels—that contributed to \$600K+ in marketing-attributed revenue.
- Expanding new out-of-home (OOH) billboard business by managing procurement and installation of 3 billboard structures (including 2 digital and 3 static faces), creating a high-profit revenue stream.

## Core Skills and Competencies

- **Project and Workflow Management:** Strategic and Operational Management, Digital Performance Reporting, Cross-functional Collaboration, Vendor and Stakeholder Management, Budgeting, Asana, osTicket (Agent and Admin), MS Office 365, Sharepoint, MS Planner, Google Workspace
- **Digital Marketing and E-Commerce:** Shopify Management and Optimization, Website Optimization, Email Marketing (Mailchimp), Social Media Management, SEO, Paid Media
- **Web Development and UX/UI:** WordPress Development and Maintenance (including Elementor, Beaver Builder, Gutenberg), Landing Page Design, UX/UI Optimization, A/B Testing, Web Analytics
- **Creative and Multimedia:** Graphic Design (Adobe Creative Suite), Branding, Video Editing, Motion Graphics, Digital Signage Content Creation and Management, Photography (Product and Event)
- **Technical, Analytical and Automation:** Google Analytics, CRM Management, Performance Tracking

## Professional Experience

Digital Performance Manager | Indian Pueblo Cultural Center and Indian Pueblos Marketing, Inc. | Albuquerque, NM | 2024–Present

- Contributed to project management of omnichannel marketing campaigns, ensuring alignment with departmental KPIs.
- Administered the marketing team's full technology stack, including analytics, advertising, CRM, CMS, project management, design, digital signage platforms, and reporting platforms.
- Led website and digital marketing efforts across 20 brands, focusing on SEO, content strategy, and e-commerce performance.
- Managed Google Ads and Meta Ads shopping and awareness campaigns for day spa, restaurant, nonprofit (Google Grants), and retail e-commerce.
- Developed and maintained WordPress websites, optimizing performance, integrating tracking tools, landing pages, and lead capture campaigns.

- Provided performance tracking and reporting using Google Analytics and native marketing and e-commerce platform insights.
- Created digital marketing assets and content to support brand initiatives.

Digital & E-Commerce Specialist | Indian Pueblo Cultural Center and Indian Pueblos Marketing, Inc. | Albuquerque, NM | 2017–2024

- Managed indianpueblostore.com to help generate over \$2.1M in cumulative e-commerce sales including \$600K+ directly attributed to marketing campaigns.
- Designed and maintained WordPress websites for multiple brands, ensuring mobile-friendly, high-converting designs.
- Executed email marketing campaigns, social media promotions, Google Ads campaigns, and SEO enhancements that resulted in increased online visibility, engagement, and conversion rates.
- Contributed to the development of initial paid advertising campaigns and optimization, gaining familiarity with audience targeting and ad performance tracking.
- Produced creative multimedia content, capturing high-quality products, event photography, and video to support digital storytelling and e-commerce growth.
- Began development and administration of the marketing team’s full technology stack, including analytics, advertising, CRM, CMS, project management, design, and digital signage platforms.
- Managed public reputation profiles for multiple brands on TrustIndex, Google Business Profiles, Apple Business Connect, Meta, TripAdvisor, and Yelp.

E-Commerce Manager | Indian Pueblos Marketing, Inc. | Albuquerque, NM | 2014–2017

- Helped develop, manage, and launch the company’s first Shopify storefront, optimizing product pages and checkout experiences to drive conversion rates and customer satisfaction.
- Established comprehensive brand photo and style guides for e-commerce operations and contract photographers to ensure visual consistency across digital channels and strengthened brand identity.
- Coordinated with vendors to expand Google and Facebook Ad strategies to increase website traffic and enhance e-commerce performance.
- Captured high-quality product photography that showcased art and jewelry, elevating online user experiences.

## Education and Certifications

- Associates of Arts in Liberal Arts | Central New Mexico Community College | Albuquerque, NM
- Entrepreneurship, Certificate of Completion | Central New Mexico Community College | Albuquerque, NM
- Digital Signage Certified Expert | Digital Signage Experts Group

## Additional Software and Digital Marketing Tools (Varying Experience)

Airtable	Dropbox	Mindbody
Aloha Online Ordering	Elementor	NeonCRM
Astra WP Theme	Event Calendar Pro	OptiSigns
Basecamp	Eventbrite	Screencloud
BeaverBuilder	Godaddy Managed Wordpress	Squarespace
Blackbaud Altru	Godaddy VPS	Survey Monkey
BrightSign	Google Search Console	Textedly SMS
Canva	Google Tag Manager	Zapier
CoSchedule	Gravity Forms	
Digital Signage Media	Meta Business Suite	