JAMES NIEMERG

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SUMMARY

I'm a marketing and web manager with nearly 10 years of experience managing websites, product data systems, and digital content strategy. At BK Resources, I lead web development and e-commerce operations, manage product data & assets through our PIM, and use tools like Python and AI to automate tasks and improve workflows. I'm always learning, focused on practical ways to modernize processes, improve user experience, and drive business results.

SKILLS OVERVIEW

Digital Marketing	**Systems & Integrations**	**Technical Skills**
• SEO & Analytics	• CMS (Sana Commerce)	• HTML/CSS
• Website & Content Updates	• PIM (Perfion)	• Python & JS(basic)
• Email Campaigns & Funnels	• ERP (Microsoft NAV)	• AI Tools
• Product Data Management	• CPQ (AutoQuotes)	• Git, Markdown, Terminal (zsh)

WORK EXPERIENCE

BK Resources – Marketing Manager & Web Developer | *(2020 – Present | Altamont, IL)*
- Designed and maintained e-commerce UI and web components.
- Build landing pages and email campaigns that support digital ad funnels and lead capture.
- Implemented & administer PIM system, enforcing product data standards, governance, and structure for 3,800+ SKUs and digital assets.
- Developed Python scripts and web scraping bots for competitor analysis and automation.
- Defined SEO strategy, improving site traffic and measurable conversions through targeted, practical changes.

BK Resources – Marketing & Web Associate | *(2015 – 2020 | Altamont, IL)*
- Established a digital presence from zero, developing interactive content and structured data standards.
- Collaborated directly with sales to define product categories and catalog organization, improving usability.
- Transitioned from content producer to fully managing digital and product content lifecycles.

Earlier Positions
- **Graphic Designer**, Kingery Printing (2014–2015) • **Prepress Technician**, Indy Imaging (2012–2014) • **Flash Developer**, Anthem College (2010–2012)

KEY ACHIEVEMENTS

- **PIM Implementation:** Led the roll out of our PIM system, significantly improving data quality, distribution, and workflow efficiency.
- **Automation & AI Tools:** Created custom Python automation scripts and AI-driven workflows, cutting manual workload considerably.
- **Effective SEO:** Took web traffic from 100/day to 500+ organic visitors per day through targeted SEO and content updates.
- **Data & Asset Standardization:** Established clear, consistent product data standards and coordinated assets across digital and print channels.
- **Product Content Workflow:** Built our 3D product content pipeline: standardized materials, lighting, and render workflows.

EDUCATION

- **Associates in Arts, Media Arts** – John A. Logan College (2007)