

Danny Sheehan

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PROFESSIONAL EXPERIENCE

Nomadic Designs – Remote

Founder & Web Designer / QA & Automation Lead

June 2024 – Present

- Founded a digital solutions brand helping small businesses build and optimize online platforms using **Cursor AI, Supabase, and low-code automation tools**.
- Designed and implemented data-driven websites and automations that improved lead capture, conversion tracking, and client retention.
- Developed and QA-tested **Missed2Booked**, an AI-powered lead management system; created **test cases, documented bugs**, and collaborated with developers to improve product reliability and UX.
- Built performance dashboards using **Google Analytics** and **Tableau (in progress)** to measure site engagement and funnel efficiency.

Deutsch Detailing – Acworth, GA

Co-Founder

August 2024 – August 2025

- Co-founded and operated a mobile detailing business serving the North Atlanta area.
- Designed a **Notion-based CRM** and integrated booking automations to manage customer communication and retention data.
- Tracked key metrics such as **customer lifetime value, average ticket size, and conversion rates**, applying analytical insights to guide marketing strategy.
- Managed digital campaigns and performance reporting, increasing revenue through targeted outreach and workflow optimization.

Digital Marketing Consultant – Remote

Self-Employed

December 2023 – July 2024

- Delivered web and automation solutions to small businesses, with a focus on **conversion optimization** and **data-driven decision-making**.
- Conducted **A/B testing**, analyzed campaign data, and built tracking dashboards to measure ROI and customer behavior trends.
- Implemented lead-capture forms, automated follow-ups, and CRM integrations using **Make (Integromat)** and **Zapier**.

Retaaza – Atlanta, GA
Marketing Intern
July 2023 – August 2023

- Supported marketing analytics and content QA for landing pages, email campaigns, and performance dashboards.
 - Reviewed and validated campaign data to ensure clean reporting and consistent delivery.
 - Improved visibility and engagement through structured documentation and report automation.
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LEADERSHIP EXPERIENCE

Real Estate & Entrepreneurship Society – Kennesaw State University
Founder & President
Feb 2022 – May 2025

- Scaled membership to 260+ using **data-driven marketing strategies and CRM automation**.
 - Rebranded and expanded the club to include entrepreneurship initiatives, networking events, and sponsorship opportunities.
 - Built the organization's website and automated **event sign-ups, member tracking, and analytics dashboards**.
 - Secured \$1,000+ in funding through pitch competitions and strategic partnerships.
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EDUCATION

Kennesaw State University – Kennesaw, GA
B.B.A. in Entrepreneurship | Minor in Psychology

- Coursework: Data Analytics for Business, Marketing Research, Consumer Behavior, Statistics, Cognitive Psychology
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TECHNICAL SKILLS

Data & Analytics: Tableau (learning), Google Analytics, Excel / Google Sheets (advanced), SQL (learning), Data Visualization, KPI Reporting

Marketing & Automation: HubSpot, Notion, Make (Integromat), Zapier, CRM Systems, A/B Testing, SEO, Campaign Tracking

Technical Tools: HTML, CSS, JavaScript (in progress), Python (beginner), Supabase, Cursor AI, Webflow

QA & Product: Manual Testing, Regression & Functional Testing, Documentation, Bug Tracking, UI/UX Analysis

ACHIEVEMENTS & ORGANIZATIONS

- Founder & President, **Real Estate & Entrepreneurship Society** (KSU)
 - Co-founder & Treasurer, **KSU Racquetball Club**
 - **Dean's List Recipient, Scholars Tribute Award**
 - Member, **KSU Marketing Association**
 - **Study Abroad (Italy)** – Cross-cultural entrepreneurship & market analysis
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INTERESTS

Data Analytics • Product-Led Growth • SaaS • Automation • AI Tools • Entrepreneurship • Golf • Travel • Fitness • Car Culture