

PORTFOLIO



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01 INTRODUCTION

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HEY THERE!

I'm a PMP-certified client relationship project manager with over 10 years of experience in client success, retention, product ownership, and project delivery within the music technology industry. I manage over 200+ clients and helped build a custom SaaS software that has successfully executed over 1 million contracts to date. I am looking for a role in the industry with an innovative company.

INTRODUCTION

15% NEW ACCOUNT REVENUE

200+ CLIENTS MANAGED

17% BOOST IN EXISTING CLIENT
UPSELL

95% RETENTION RATE

I've created impactful projects with really great people.

Examples

Your Tempo
Your Tempo
Your Tempo
4Madison Weekly
4Madison Weekly

SERVICES

Meta Ads
Social Media Strategy
Website
Branding
Email Campaign

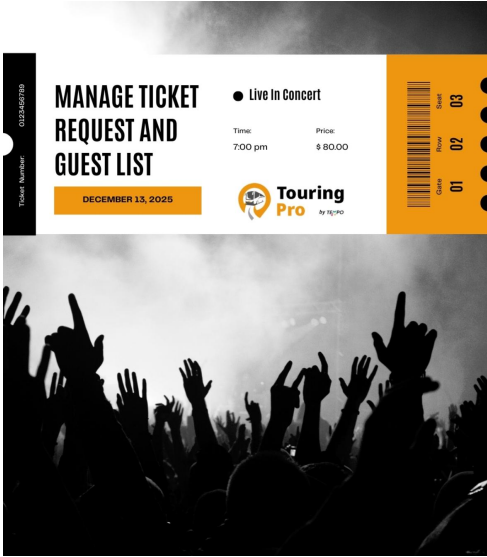
I specialize in client relationship project management. I am an advocate for voice of the customer, using their priorities and goals to drive client satisfaction and retention.

[linkedin.com/in/gwen-nellis-pmp-b6a01091/](https://www.linkedin.com/in/gwen-nellis-pmp-b6a01091/)

PMP Certified



PROJECT WORK EXAMPLES



Effective Campaigns. Great Results.

On average, ads generated 109 leads with a 31% click-to-lead conversion rate for a 4 week campaign, reaching 20,000+ users at an average cost of \$9.43 per lead.




We have over
500 **USERS**
in our platforms and clients
have successfully executed
over **2,000** events with
the help of our software.

Our Products





- Booking Pro
- Publishing Pro
- Touring Pro
- Talent Buying Pro

Contact us now to learn more
info@yourtempo.com






Your Entire Catalog. One Powerful Platform.

Our top clients



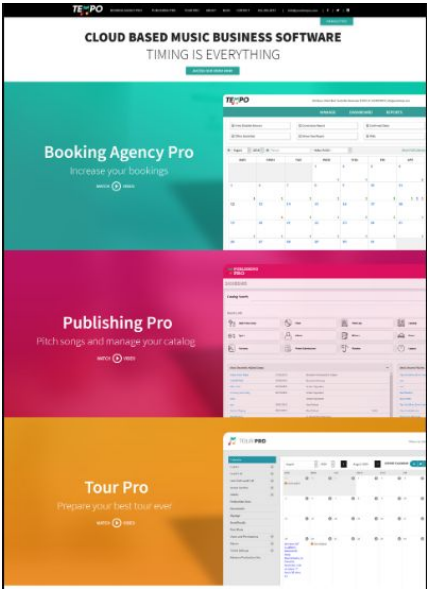
Smarter Talent Buying Starts Here.

Our top clients



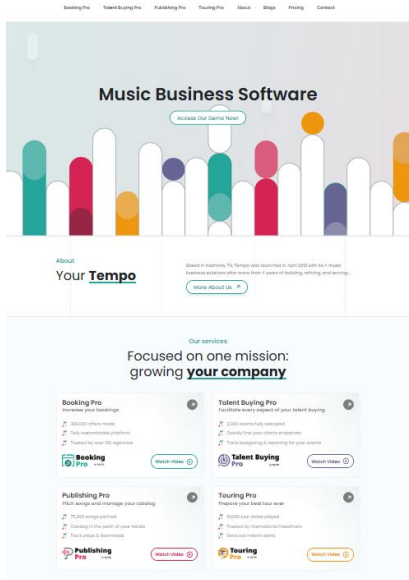
PROBLEM

The previous website design lacked a cohesive visual structure and strategic user flow, resulting in a disorganized layout with no clear calls to action. This made it difficult for users to understand the site’s purpose or navigate toward key interactions, ultimately impacting engagement and conversions.



SOLUTION

Implemented a clean, user-centered design that emphasizes clarity and simplicity. The new layout will features intuitive navigation,, and prominent calls to action to guide users towards goals. By streamlining the user experience and applying strong design principles, the updated website is now visually appealing and functionally effective.



4Madison Weekly

Join 4Madison Weekly

Celebrate and support the people, art, & places that breathe life into Madison.

4Madison Weekly is simple, consolidated weekly newsletter sent each Sunday to keep you informed of the happenings around the Madison Rivergate area of Nashville, TN.

We're also on [Instagram here](#). See you around!

Email address

First name

4Madison Weekly // vol. 1.27 //
August 4 - August 10

4MADISON WEEKLY

4Madison Weekly [vol. 1.27] // August 3, 2025

What's going on in Madison this week? Honestly, Madison is the hottest spot in Nashville, and this week proves it. We've got all kinds of free things, raffles, steel guitar battles, music producers night, and something about a full moon (!?). Go crazy this week!

I shared this a while back, but if you're looking for some Madison foodie inspiration, hit this [Reddit thread](#) crowdsourcing Madison's favorite food spots.

[Amqui Station Farmers Market Spotlight](#)

[What's happening in Madison this week?](#)

- **Tuesday, August 12 - ***Greasy Chicken Review: Joe Walsh Deep Cuts*****
 - Eastside Bowl, 7pm, \$10, [Ticket Link & Flyer](#)
 - Fan of The Eagles and/or Ringo Starr? Boy, do we have an event for you. This night is for the true fans to come out and listen to their most obscure deep cuts - sounds like it will get weird!
 - "Nashville-based singer/drummer/guitarist/ songwriter Matt Farley uses his annoyingly prodigious talents to effectively make the music world a better place. His music draws deeply from the well of blues-based rock (think ZZ Top's scuzzy riffs and tight rhythms, Robert Cray's honey-smooth vibrato), the melodic through-line that began with the Beatles and continued through XTC, Jellyfish and King's X, and the pure beer-soaked country-western tradition that marks it all as unmistakably American. "

My husband and I run a community-focused newsletter in Madison called *4Madison Weekly*. Together, we've successfully executed 28 newsletter campaigns, building a growing local audience. In addition to the newsletter, we manage a supporting Instagram presence, community events and operational automations, helping to keep the community informed and connected.



Let's connect.

Contact Me

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Thank You



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