

Zachary Bridges

EDUCATION

University of North Carolina Wilmington
Bachelor of Arts, Communication Studies
Minor: English

May 2011

WORK EXPERIENCE

Independent Growth Hacker/Digital Marketer, Wilmington, NC January 2015 – Present

- Provided independent growth and demand generation services for tech startups.
- Analyzed websites and created growth plans designed to improve conversion, drive traffic, and generate new users.
- Consulted for owners and stakeholders about proper digital marketing methodology, including funnel conversion, content marketing, and website optimization.
- Coordinated with developers to implement tactics designed to convert website visitors to new users.

OverGo Studio, Southport, NC February 2013 – January 2015
Account Manager/Consultant

- Managed up to six client accounts simultaneously. Clients were B2B companies with at least \$1 million annual revenue, in verticals including aerospace, healthcare, big data/analytics, and marketing.
- Communicated with Presidents and Owners of companies to educate them on inbound marketing methodologies, gather information about their ideal buyers, and solve emergent problems.
- Developed value propositions, unique selling propositions, and other vital messaging for use in client websites and marketing assets.
- Planned, built and launched content marketing campaigns. Oversaw the production of white papers, ebooks, videos, infographics, and blog posts to ensure quality and adherence to messaging guidelines. Wrote landing page and email copy to support content marketing campaigns.
- Designed and built landing pages using the HubSpot COS platform. Designed and implemented automated email campaigns to drive lead funnel conversion. Designed and implemented lead scoring systems to qualify leads for client sales teams.
- Implemented conversion optimization, or “growth hacking” strategies for client accounts. Developed tests, applied treatments, and recorded and analyzed results.
- Designed, implemented, and optimized Google Adwords and LinkedIn Ads campaigns for clients.
- Planned and managed website redesigns. Wrote copy and messaging, created wireframes, and approved coded page designs.
- Contributed to agency marketing strategy by developing content marketing ideas, writing blog posts, writing in-depth ebook content, recording audio and video for marketing content, and managing social media accounts.
- Developed and implemented project management processes with Asana, improved team communication with Sqwiggle implementation, and implemented Evernote Business to record business processes and client information.

TECHNOLOGY SKILLS

- HubSpot marketing platform (expert)
- Google Adwords (proficient)
- Google Analytics (proficient – top 30% of Elance workers, using Smarterer skills test)
- HTML/CSS web design (proficient)
- Javascript (beginner)

OTHER WORK EXPERIENCE

Design Perfection, Wilmington, NC
Media Coordinator

August 2011 – January 2013

- Oversaw social media and web presence through the creation and management of accounts on services such as Facebook, Twitter, Pinterest, Wedding Wire and The Knot.
- Collaborated with owner on building website by providing search engine optimization and managing a database of preferred vendors.
- Assisted in the execution of events coordinating temporary employees and solving problems.

The Faster Times, New York, NY
Freelance Writer

February 2011 – January 2013

- Collaborated with other writing staff to publish written reports on sports and the tech industry.

Wilmington Downtown, Inc., Wilmington, NC
Intern

August 2010 – November 2010

- Collaborated with agency on designing and composing a bi-weekly newsletter that was distributed to business owners, non-profit organizations, and media.
- Updated agency website using Geocentric.
- Developed PowerPoint presentation on the importance of urban economic development.
- Collaborated with executive director and agency president on editing a draft of the agency's first policy manual.
- Revised and edited the introduction and call to action sections of a strategic plan for hotel development.

VOLUNTEER EXPERIENCE

Kingdom Kickers Youth Soccer League, Wallace, NC
Coach

2015

- Taught children 7 to 9 years old the importance of teamwork, responsibility, and character through the game of soccer.
- Provided a positive role model for underprivileged children in a rural area.