

Jesse Zalasky

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Professional Experience

Raley's – West Sacramento, California

Digital Marketing Developer, March 2022 – Present

- Develop and implement comprehensive communication plans for multi-channel digital content, including email, social media, web, and in-store signage
- Craft clear, engaging marketing copy to translate complex ideas into easily understandable information for diverse audiences
- Lead content strategy and development for loyalty program launch, creating a 12-part email series and multi-channel digital content plan
- Develop and maintain website content using various CMS platforms, ensuring appropriate formatting, content, style, and messaging
- Collaborate with cross-functional teams to align messaging and communication efforts
- Conduct regular content audits and optimize website elements for improved SEO performance
- Create videos, webpage content, blogs, and marketing materials to support organizational goals

Newspeed – Sacramento, California

Content Specialist, January 2020 – March 2022

- Spearheaded content marketing strategy for Bay Alarm that resulted in \$5 million revenue increase from 2020 to 2021
- Developed buyer personas through stakeholder collaboration to inform targeted copy
- Conducted SEO research using Google Analytics, SpyFu and maintained keyword database
- Optimized existing landing pages and created new, industry-specific content, establishing Bay Alarm as a security leader across diverse sectors
- Authored 24 blogs (2 per month) that generated 50,000+ new organic search clicks year-over-year
- Implemented HubSpot marketing automation, creating logic trees for efficient lead routing and customer engagement which resulted in improved sales efficiency
- Designed automated email workflows and suppression lists to maintain clean customer database

Mydayda – Sacramento, California

Technical Writer, June 2018 – January 2019

- Wrote grant proposal submitted to the National Science Foundation
- Created copy for digital and print marketing materials, translating complex technical information into content accessible for audience of patients

Skills

- Experience with various CMS platforms, including WordPress and Bloomreach
- HTML/CSS for responsive email and web design
- Social media management and content creation
- SEO optimization and keyword research
- Content strategy and planning
- Asana, Wrike, Adobe Workfront
- Salesforce, HubSpot

Education

California State University, Sacramento – Bachelor of Arts, English

Additional Qualifications

- 5+ years of writing/editing experience in communications and marketing
- Proven ability to translate complex issues into clear, understandable information
- Experience managing social media accounts and creating engaging content
- Adaptable to changing priorities and tight deadlines