

# **Jesse Zalasky**

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## **Summary**

Marketing & SEO professional with 6 years of experience. Proven ability to develop successful digital campaigns. Expertise in developing written content. Front-end web and email development experience.

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## **Professional Experience**

### **Raley's – West Sacramento, California**

*Web Content Specialist, March 2022 – Present*

- Created content for a broad range of internal and external marketing campaigns, including social copy, web copy, in-store signage, door clings, flyers, and radio ads
- Managed email campaign using Salesforce targeted to email list of over 1 million customers
- Developed a foundation in front-end development (HTML, CSS) and leveraged this knowledge to design and maintain responsive landing pages on raleys.com
- Audited raleys.com landing pages and managed web content migration from WordPress to Bloomreach
- Optimized website content for search engines by ensuring meta descriptions, alt tags, keywords, and other on-page SEO elements were technically accurate
- Managed Raley's digital in-store displays and established a comprehensive graphic database for efficient retrieval and use

### **Newspeed (formerly Post Modern Marketing) – Sacramento, California**

*Content Specialist, January 2020 – March 2022*

- Spearheaded SEO content strategy for bayalarm.com, resulting in a 50,000 YOY increase in organic clicks through strategic keyword research and content optimization
- Revamped SEO-focused landing page content for patracorp.com, driving a 25% conversion rate improvement by crafting compelling copy and user-centric messaging
- Conducted comprehensive SEO competitor research and monitoring to inform and develop a robust content strategy, ensuring high-quality and competitive content
- Delivered a consistent SEO-friendly content stream across diverse platforms, including blogs, landing pages, social media, and paid digital ads, for five clients simultaneously

### **Hazel Creative Services – Ames, Iowa**

*Social Media Specialist, May 2019 – January 2020*

- Elevated brand awareness for True Pitch, Inc., a baseball equipment supplier, through engaging social media copywriting.
- Streamlined marketing efforts by developing a social media content calendar aligned with product launches, fostering brand consistency and campaign synergy.
- Automated social media workflows using Buffer to maximize content reach

### **Mydayda – Sacramento, California**

*Technical Writer / Copywriter, June 2018 – January 2019*

- Researched, drafted, and edited a grant proposal for medical technology submitted to the National Science Foundation

## **Education**

**California State University, Sacramento** – Bachelor of Arts, English