

ZACK EATON

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EXPERIENCE

DC Dev Shop / Business Development Manager

August 2020 – October 2020, New York, NY

- Generated inbound and outbound client leads for web development agency with clients across small businesses, non-profits, media, and government entities
- Advised clients on service opportunities including web design, marketing solutions, and website maintenance, regardless of budget
- Established relationships with prospective clients in order to evaluate business needs and identify room for growth

EyePromise / Product Manager, Esports

May 2019 – April 2020, Chesterfield, MO

- Launched a new brand within vision supplement company focused on a line of vitamins for video gamers with a high screen time
- Educated a new Gen Z and millennial customer base on eye health via email marketing, paid ads, social media, and influencer partnerships
- Designed a single-page website with ecommerce functionality to showcase and sell products
- Revitalized defunct social media presence, increasing following by 36% and amassing over 1M impressions and 32K engagements
- Initiated partnerships with brands and influencers in the esports space, including United's Call of Duty championship team, collegiate esports teams, professional players, and content creators
- Reported and analyzed website and social media metrics, such as traffic, engagement, views, reach, and ecommerce purchases, which were then presented to executives

EyePromise / Information Systems Intern

August 2018 – May 2019, Chesterfield, MO

- Managed data and insights for company aimed at developing products to preserve, support, and improve vision for people concerned with age-related eye health
- Created NPS surveys distributed to various audiences who interacted with the company, then recorded within CRM database
- Tested and implemented text messaging integration into CRM, allowing a new avenue for the marketing team to communicate with customers who opt in
- Streamlined data collection with automation techniques, such as a machine learning application programmed to better categorize survey responses and allow for a more detailed use of analytics
- Edited archival pages on the company's website to improve SEO, utilizing Google SERP tools to strength page titles and descriptions

Freelance Web Developer

April 2020 – Present, New York, NY

- Design and host websites for a range of clients including entrepreneurs, local publications, and creatives with personal portfolios
- Build websites that are mobile-friendly, responsive, and have strong search engine optimization

SKILLS

Web Development

WordPress
Github
Git
Netlify
Firebase
Visual Studio Code

Software

HubSpot
Adobe Creative Suite
WooCommerce

Programing Languages

Javascript
HTML
CSS
Java
PHP
Vue.js

Analytics

Sprout Social
PowerBI
Google Analytics
Twitter Analytics

Social Media

Twitter
Instagram
YouTube
Sprout Social
Twitter Ads
Google Adwords

Workspaces

Asana
Microsoft Office Suite
Google Suite
DropBox

EDUCATION

University of Missouri–St. Louis

B.S. Information Systems & Technology, May 2019

Dean's List