

# Zac Heisey

## Web Developer

Baltimore, MD  
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Portfolio: <http://www.zac-heisey.com>

### Skills

**Design Skills** - Sketch | InVision | HTML & CSS  
**Programming Skills** - JavaScript | jQuery  
**Other Skills** - Git & GitHub | Jekyll | Bootstrap | Marketing

### Projects

**CityFit (in progress)** - [www.zac-heisey.com/cityfit](http://www.zac-heisey.com/cityfit)  
**NihonGoFlip (in progress)** - [www.zac-heisey.com/NihonGoFlip](http://www.zac-heisey.com/NihonGoFlip)  
**RISE Physical Therapy** - [www.risephysicaltherapy.com](http://www.risephysicaltherapy.com)  
**Friday's Child** - [fridayschildearlylearningcenter.com](http://fridayschildearlylearningcenter.com)

### Experience

- Co-Founder** - Tribe Interactive, LLC - Bay Area, CA **May 2014 - Dec. 2015**
- As Director of Digital Marketing, oversaw all areas of digital marketing including PPC, SEO, social media, display, email, retargeting, content creation, and conversion rate optimization.
  - Contributed to design and development projects as it pertained to scoping, time & budget management, internal resource management, client communication, testing & QA, and project launch.
- Paid Search Manager** - BRIM Agency - San Diego, CA **Jan. 2014 - Sep. 2014**
- Audited, optimized, and managed paid search campaigns across multiple online advertising platforms (Google, Bing, Facebook, Twitter, LinkedIn, etc.).
- Director of Paid Search** - AdChoice, Inc. - San Diego, CA **Feb. 2012 - Dec. 2013**
- Lead end-to-end management of all paid search campaigns (account creation, monitoring, optimization, and reporting).
- Senior Account Manager** - Best Rank, Inc. - San Diego, CA **Nov. 2007 - Feb. 2012**
- Drove all aspects of online marketing strategy, with a focus on increasing traffic, improving CTR, raising Quality Scores, and growing ROI.

### Education

- Nebraska Wesleyan University** - Lincoln, NE **2003-2007**
- B.A. Communication | Minor, Public Relations
  - Lamda Pi Eta member (National Communication Honor Society)