

# Zac Heisey

## Web Developer

Baltimore, MD  
Mobile: (408) 444-0546 | Email: zheisey@gmail.com  
LinkedIn: <https://www.linkedin.com/in/zacheisey>  
Portfolio: <http://www.zac-heisey.com>  
GitHub: <https://github.com/zac-heisey>

### Skills

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

### Projects

**CityFit** - [www.zac-heisey.com/cityfit](http://www.zac-heisey.com/cityfit)  
**NihonGoFlip** - [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

- Freelance** - Baltimore, MD Jan. 2016 - Present
- Specializing in static site and web app development for startups and SMBs.
- 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
  - Betamore Front-End Web Development Course (Spring 2016)