# 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 -** WordPress | Bootstrap | Copywriting | SEO

## 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 layout, structure, UX/UI, conversion optimization, etc.

- Regularly updated client sites through CMS (predominantly WordPress) or static pages (using basic HTML & CSS).

- Managed email marketing campaigns using Campaign Monitor & Active Campaign.

**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.).

- Developed strategies to promote ongoing paid search success (account growth opportunities, competitive advantages, CRO recommendations, etc.).

**Director of Paid Search -** AdChoice, Inc. - San Diego, CA          Feb. 2012 - Dec. 2013

- Worked directly with CEO to develop internal paid search methodology.

- 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

- Served as day-to-day contact for SEO and PPC clients.

- 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)