

# Zac Heisey

## Paid Media Specialist

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

### Skills

**Paid Search Advertising** - Google AdWords | Bing Ads | **AdWords & Analytics Certified**

**Social Media Advertising** - Facebook Ads | Twitter Ads | LinkedIn Ads

**Other** - Landing Page / Display Ad Development | CRO | HTML / CSS | WordPress

### Experience

**Optimization Strategist** - Showroom Logic - Remote

**May 2016 - Present**

- Responsible for management and optimization of ~200 paid search campaigns, including budget management, ad testing, keyword research, analysis, and reporting.

**Co-Founder** - Tribe Interactive, LLC - Bay Area, CA

**May 2014 - Dec. 2015**

- As Director of Digital Marketing, oversaw all aspects of integrated marketing efforts including PPC, SEO, social media, display, email, retargeting, content creation, and conversion rate optimization (CRO).
- Developed end-to-end strategies across multiple digital channels.
- Managed team of content creators, designers, and other specialists.
- Cultivated strategic partnerships with vendors, influencers, advertising partners, etc.
- Utilized an array of marketing automation, research, analytics, testing, and tracking tools to increase traffic, conversions, and increase overall performance.

**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**

- Worked directly with CEO to develop internal paid search methodology and lead end-to-end management of all paid search campaigns.

**Senior Account Manager** - Best Rank, Inc. - San Diego, CA

**Nov. 2007 - Feb. 2012**

- Served as day-to-day contact for SEO and PPC clients, driving all aspects of online marketing strategy.

### Education

**Nebraska Wesleyan University** - Lincoln, NE

**2003-2007**

- B.A. Communication | Minor, Public Relations
- Lambda Pi Eta member (National Communication Honor Society)
- Betamore Academy - Front End Web Development (Spring 2016 cohort)