



ZACHARY KAI

Digital Marketing Specialist

CONTACT

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SKILLS

- Brand Management
- CRM Management
- Email Marketing
- Storytelling
- UX Design
- Conversion Optimization
- Strategy / Performance Tracking
- Graphic Design + Canva
- Organizational Skills
- Performance Marketing
- Research Skills
- Communication + Presentation
- Analytical Thinking
- Project & Time Management
- Collaborative + Adaptable

CERTIFICATIONS

RESPONSIVE WEB DESIGN

freeCodeCamp | Apr 2025

CONTENT MARKETING

HubSpot | In Progress

TESTIMONIALS

"Zachary collaborated extremely well with his team, communicating effectively and showing initiative when required to make quick decisions. He follows instructions with accuracy and asks questions to clarify his understanding. Zachary shows enthusiasm for the work he does and completes task with care and precision."
— **Brendan Alderton, theatre director.**

ABOUT ME

Hi! I'm Zachary Kai. I'm a Digital Marketing Specialist with 6+ years of experience working full time for an online family business where I managed the strategy, implementation, and tracking of digital marketing campaigns across websites, email newsletters, paid ads, and social media in many direct-to-consumer niches. I'm also a content marketer, having produced 400+ valuable pieces of content.

EXPERIENCE

DIGITAL MARKETING MANAGER

Online Family Business (2019-2025)

I started gaining experience in digital marketing at 15 and have worked in the industry ever since. While homeschooling, I also took on part-time work for the family business, which involved social media management, email marketing, strategy, and content optimization. Once I became of age, I began working full time, which I have done for the last six years. I became the digital operations and marketing manager, specializing in marketing but also gaining cross-experience in SEO, social media, email newsletters, automation, UX design, and web development. As part of my responsibilities, I created strategy and implementation reports for marketing campaigns across web content, social email, and paid ads. I collaborated on improvements and implemented them.

FOUNDER & DIGITAL MARKETING MANAGER

Road Less Read (2019-Present)

I founded Road Less Read, a book-focused website, in 2019. As part of this side project, I wrote, edited, published, optimized and marketed web content. I also performed CRM web design/management, email and social marketing and management tasks.

FREELANCE DIGITAL MARKETING SPECIALIST

Self-Employed (2023-Present)

As another side-project, and a self-employed freelance digital marketing specialist, I've extracted key insights and tips from 400+ articles for an e-book report and overview blog post, created a SEO-optimized and well-researched site structure for 850+ articles from scratch, and written optimized, engaging, and helpful web content for a variety of outlets.