

# ZACH NITZKIN

## Web Developer - Software Engineer

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<https://github.com/znitz23>

## TECHNICAL EXPERIENCE

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**PROFICIENT:** JavaScript | React | Ajax | PostgreSQL | Express | CSS | HTML | GitHub | Node.js

## TECHNICAL PROJECTS

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**Gamego:** Full Stack Developer | <https://gamego.fly.dev> | 2023

**Poker App:** Full Stack Developer | Link | 2023

**THE OTHER THING:** Full Stack | Link | 2023

## PROFESSIONAL EXPERIENCE

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### Groupon, Inc.

Nov 2012 – October 2022

#### Senior Enterprise Relationship Manager

Jan 2017 - October 2022

- Solicit and facilitate client adoption of API integrations in order to utilize real-time ingestion of inventory and pricing within Groupon's marketplace
- Collaborate with internal departments including engineering, operations, finance, legal and marketing to execute brand launches
- Cultivate C-Level relationships with enterprise partners in order to forecast and execute against short- and long-term growth targets of client portfolios
- Negotiate structure and cost of multi-purpose advertising campaigns with clients targeting customer acquisition, asset liquidation and yield management
- Develop and implement marketing strategies for the largest and most complex enterprise and franchise partners by leveraging APIs, SEO, SEM, Sponsored Listings and Paid Media
- Perform quarterly and annual business reviews with enterprise clients to illustrate revenue trends, demographic data and value-based opportunities
- Perform against annual revenue and growth targets. Average annual revenue target 2020 - 2022 - \$12M. Average target attainment of 131%

#### Merchant Development Director

Apr 2015 – Dec 2016

- Foster C-level relationships with existing regional and mid-size brand partners and franchises in order to scale and streamline franchisee adoption

#### Account Representative

Nov 2012 – Mar 2015

- Identify, prospect and close local merchants on the benefits of featuring with Groupon

## EDUCATION

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### University of Illinois at Chicago via Full Stack Academy

Chicago, IL

Full-time, immersive web development program

2023

### University of Illinois at Chicago

Chicago, IL

Coursework Towards B.A., English

2011 - 2012