

Zachary Steele

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EDUCATION

James Madison University, Harrisonburg, VA
Bachelor of Business Administration: Marketing
Concentration: Digital Marketing
Minor: Honors Interdisciplinary Studies (Honors College)

Expected Graduation: May 2025
Major GPA: 3.5

EXPERIENCE

KME Digital, Alexandria, VA (Remote)

November 2024 - Present

Digital Marketing Intern

- Developed and managed >\$10,000 in monthly ad spend for Google Ad PPC campaigns
- Leveraged HubSpot for task management, CRM automation, and workflow automation
- Utilized tools such as Optmyzr, CallRails, and to better quantify results and pacing

JMU Scratch Pad, Harrisonburg, VA

September 2024 - Present

Marketing Analyst

- Responsible for NSAC analysis, consulting local projects, and advising other Scratch Pad projects
- Spearheaded research and strategy development by examining data to form copy and details for our plansbook
- Develop in-depth analysis for our client, AT&T.

Renaissance Marketing, Richmond, VA (Remote)

May 2024 – July 2024

Independent Contractor

- Curated, scheduled, and optimized content for various clients
- Utilized GA4 and Google Trends to optimize SEO on client websites
- Developed Meta campaigns to generate awareness and leads with a focus on ROAS

LEADERSHIP AND ACTIVITIES

Lambda Chi Alpha, James Madison University

December 2022 – December 2023

President

- By term's end, fraternity GPA increased from 14th to 4th (FSL ranking), philanthropy donations increased from \$3,500 to \$8,500, and alumni donations increased from \$500 to \$12,500 by restructuring agenda and positional expectations.
- Managed day-to-day operations of over 125 members, including administrative meetings, event planning, billing, documentation, and advisor communication
- Implemented new systems to generate favorable results for future officers including incoming officer transition forms, SOP documents, and reusable networking channels

Honors College, James Madison University

February 2023 - Present

Lead Ambassador

- Onboarded new ambassadors and instilled expectations, values, and administrative objectives
- Led potential students on tours around campus and direct meetings via interviews and Zoom

Lambda Chi Alpha, James Madison University

December 2021 - December 2022

Social Media & Standards Chair

- Generated over \$10,000 in apparel sales leveraging various manufacturers for the highest profitability
- Created and scheduled graphics (via Adobe Suite and Canva) for Instagram, FaceBook, and LinkedIn posts
- Ensured the organization's social media presence represented core values and standards

CERTIFICATIONS

- Google Ad Certification(s) - Search, Display, Measurement, Video, & AI-Shopping
- Wix Expert Certification
- Hootsuite Platform & SM Marketing Certifications
- SEO & Digital Marketing Simternship(s) by Stukent
- SEMRush Certification(s) - SEO, CM, SM, Analytics
- HubSpot Digital Advertising, SEO & Marketing Course(s)
- Google Analytics Certification (GA4)
- Harvard Excel Spreadsheet Modeling Online Course
- Copywriting in Advertising LinkedIn Learning Course