

# Zach Ottenweller

Honors Senior Digital Marketing and Media Production Double Major at Baldwin Wallace University. Graduating May 2024.

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## PROFESSIONAL EXPERIENCE

### Digital Marketing Assistant, Berea, OH — *Yellow Jacket Digital Agency*

October 2023 - PRESENT

- **Organic Social Media Management:** Creates content planner and social media (IG, FB, TikTok) posts for the goal to increase admissions yield.
- **Marketing Research:** Identifies industry and population trends to inform content.
- **Email Marketing:** Crafts personalized weekly emails and text messages to move prospective students through the admissions tunnel.
- **Collaboration:** Part of a team with graduate & undergraduate students, as well as faculty working towards the goal.

### Account Executive, Berea, OH — *Digital Marketing Center*

January 2022 - PRESENT

- **Content Creation:** Crafts social media posts, emails, & website development to promote brands.
- **Client Management:** Creates agenda and runs weekly meetings for clients in omnichannel retail and eCommerce focused on AI.

### Marketing Coordinator, Brunswick, OH — *Armbruster Moving & Storage*

January 2023 - January 2024

- **Brand Management:** Created and distributed content twice a week for three brands in order to improve sales.
- **Email Marketing:** Crafted a monthly newsletter sent to over 1200 people featuring blog posts and company updates.
- **Videography:** Shot clips at work sites and edited into TikTok & Instagram Reels content.

### Digital Marketing/Video Intern, Painesville, OH — *Hershey Montessori School*

June 2022 - March 2023

- **Editing & Videography:** Shot clips at events and edited video and audio before releasing on YouTube.

## DIGITAL MARKETING APPS

- Google Analytics (GA4)
- Hubspot
  - CRM
  - Email
- IG, FB, TikTok, YouTube
- MailChimp
- Meta Business Suite
- WordPress

## MEDIA PRODUCTION APPS

- Adobe
  - Premiere Pro
  - After Effects
  - Audition
  - Photoshop
- Canva Pro
- DaVinci Resolve
- Final Cut Pro

## DIGITAL MARKETING SKILLS

- Content Marketing
- Creative Design
- Email Marketing
- HTML/Website Development
- Paid/Organic Social
- SEO/SEM
- Written & Visual Content Creation

## EDUCATION

### **Baldwin Wallace University, Berea, OH — *B.A. Digital Marketing & Media Production (Double Major): Honors***

August 2020 - May 2024

Cumulative GPA: 3.84

## LEADERSHIP EXPERIENCE

### **Eagle Scout — *Troop 344 of Wexford, PA***

Earned September 30, 2020

- **Eagle Scout Project:** Consisted of building two planter boxes for wheel-chair bound residents of Concordia of Wexford to use.

### **Marketing Director — *Yellow Jacket Activity Board***

April 2022 - PRESENT

- **Event Planning:** Puts on campus-wide events for all students.
- **Content Creation:** Crafts social media posts for monthly events & develops strategies to bring in more students.

### **Director of Publicity — *Spanish & Latinx Student Association***

September 2021 - PRESENT

- **Communication:** Distributes social content, posters, & meeting details to executive & general members.

### **VP of Finance — *Pi Lambda Phi Fraternity***

April 2023 - January 2024

- **Financial Management:** Collected dues from fraternity members and planned fundraising events.

### **Student Director — *Baldwin Wallace New Student Orientation***

September 2022 - January 2024

- **Team Management:** Led all training sessions & staff bonding activities to prepare a team for orientation sessions.

### **President — *Baldwin Wallace TV***

March 2021 - January 2024

- **Meeting Coordination:** Created agendas & led meetings focused on brainstorming, video creation, & scriptwriting.
- **Cinematography:** Directed, filmed, & edited multiple projects featuring scripts from organization members.

## LICENSES & CERTIFICATIONS

- Piloting AI for Marketers (Marketing AI Institute)
- Hubspot Academy
  - SEO
  - Content Marketing
  - Social Media Marketing
  - Email Marketing
- Grow with Google
  - Analytics (GA4)
  - Search Ads
  - Video Ads
- FCC License

## RELEVANT COURSEWORK

- Content Marketing
- Data Visualization
- Digital Marketing
- Intro to Website Development
- Media Production

## SOFT SKILLS

- Collaboration
- Communication
- Conflict Resolution
- Leadership
- Problem-Solving
- Time Management

## SCHOLARSHIPS

- Allman Broadcasting Award
- Ralph M. Dunbar Scholarship