

# TIM ZACK

## Creativity Strategy Execution

tim@timzack.com  
912.441.9298

### WORK EXPERIENCE

Red Clay Interactive - Gainesville, Georgia

Interactive Marketing Executive May 2008 - August 2010

- » Consulted with clients to develop strategies effectively utilizing channels including email, seo, pay per click advertising, landing pages, social media and display advertising.
- » Played an integral part of the creation of ad campaign concepts and messaging.
- » Designed multivariate testing strategies to improve campaign performance.
- » Managed web site projects to ensure that projects were completed on time and on budget while keeping clients informed of the status of current and upcoming deliverables.
- » Ensured the implementation of usability, content organization and search engine optimization best practices.
- » Worked to develop new business opportunities and the expansion of existing client relationships.
- » Clients included TheraON moist heat therapy products, a global managed information security services firm, an international military organization, professional service firms and several retail e-commerce sites.

Red Clay Interactive - Gainesville, Georgia

Interactive Marketing Intern November 2007 - May 2008

- » Managed search marketing campaigns for seven clients including ongoing search engine optimization and pay per click ad management on a monthly basis.
- » Reviewed Web site analytics and generated SEM recommendation reports.

Bee Natural® Inc. - Athens, Georgia

Marketing Intern May 2007 - November 2007

- » Identified weaknesses in the existing marketing strategy and worked to create a new marketing plan.
- » Implemented the first stages of the new plan by creating more effective marketing collateral including a new order form, new-customer letter, point of purchase display, and a document describing the keys to successful sales of their signature product, the HoneyPot® luminary.

### EDUCATION

Bachelor of Business Administration in Marketing with Honors, Magna Cum Laude

The University of Georgia: Terry College of Business

Overall GPA: 3.77/4.0; Major GPA 3.76/4.0

### PERSONAL STRENGTHS

- » Strong presentation skills - in person and via webinar
- » Extremely organized and able to facilitate teamwork
- » Microsoft Office Expert and lover of Excel
- » Can find anything on Google in 3 searches or less
- » Able to provide ballroom dance lessons for the entire staff