

Zach Beeler

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[PROFESSIONAL SUMMARY]

Motivated professional with the ability to exercise critical thinking skills with excellent written and verbal communication. Experienced in navigating fast-paced environments and working under pressure. Constantly learning and monitoring trends. Interested in a position where digital marketing and event skills are valued.

[DIGITAL MARKETING EXPERIENCE]

Gannett | USA TODAY NETWORK
Client Experience Manager

APR 2024 – CURRENT

- Work alongside Account Executive to manage the marketing efforts of twelve to fifteen small to medium size businesses
- Oversee the onboarding and optimization of marketing efforts
- Engage with clients through email, calls, reports, and presentations

Gannett | USA TODAY NETWORK
Client Success Manager

NOV 2022 – APR 2024

- Worked with nearly a dozen Accounts Executives to manage digital marketing for close to thirty businesses
- Help small businesses understand and implement a full funnel marketing approach

[EVENT MANAGEMENT EXPERIENCE]

Music & Event Management Inc.; Huber Heights, Ohio
Production and Operations Assistant Manager

APRIL 2016 – JAN 2022

- Coordinated efforts venue wide across internal departments, vendors, and acts for 200+ events
- Implemented systems and procedures throughout venue to help scale show schedule efficiently year to year

The Stuart and Mimi Rose Music Center; Huber Heights, Ohio
Event Staff Supervisor/Operations Assistant

APRIL 2015 - APRIL 2016

- Hired, trained, and supervised two departments consisting of over 75 total staff members over a 30 show event season
- Created, facilitated, and managed the schedules over 75+ employees across several shifts

[EDUCATION]

Springboard
Digital Marketing Career
Track

APRIL 2019 – DEC 2019

8-month, 200+ hour,
mentor-led Digital
Marketing Intensive.
Including a Capstone
Project.

University of Cincinnati
Associates of Business
Administration

SEP 2012 - APR 2014

Specialized in Meeting and
Event Coordination

Dean's List

[SKILLS]

EVENT PRODUCTION

Advancing/Planning
Staffing & Scheduling
On-Site Coordination
Payroll & Settlement
Production/Promoter Rep

MARKETING

Social Media Management
Paid Search
Paid Social
Email Marketing

CERTIFICATIONS

Google Ads
Google Analytics

TOOLS

Microsoft Office Suite
Abode Creative Suite
Google Ads Manager
Ticketmaster
Paylocity