

ZACH TRUMBO

CURRENT CREATOR | FUTURE INNOVATOR

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EXPERIENCE

WEB & DIGITAL MARKETING ASSISTANT
VIRGINIA MUSEUM OF FINE ARTS February 2021 - Current

- › Perform daily site maintenance
- › Ensure compliance with regulations
- › Identify and resolve accessibility issues
- › Compile monthly analytics reports
- › Provide essential marketing ideas
- › Compose and distribute email campaign















DIGITAL MARKETING CONSULTANT
Aesthetic Management Partners March 2021 - Current

- › Develop opt-in email campaigns
- › Perform routine site maintenance
- › Revamp website functionality
- › Assist with visual marketing strategies
- › Utilize HubSpot to maintain contact list

WORDPRESS DEVELOPMENT ASSISTANT
JMU LIBRARIES August 2019 - December 2019

- › Exported and imported sites
- › Built and customized sites
- › Researched themes and plugins
- › Ensured accuracy and completeness

SKILLS

- | | |
|---|---|
|  Google Analytics |  Time Management |
|  HTML 5 |  CSS 3 |
|  Javascript |  Bootstrap |
|  Adobe CC |  Wordpress |
|  Mailchimp |  Weebly |
|  OptinMonster |  Sketch |
|  HubSpot |  Teamwork |

EDUCATION

JAMES MADISON UNIVERSITY
BACHELOR OF SCIENCE
Media Arts & Design - Interactive Design

BLUE RIDGE COMMUNITY COLLEGE
ASSOCIATE OF ARTS & SCIENCE

PORTFOLIO

- › E-Business Development & Management
- › WordPress Site Management
- › Marketing Campaigns
- › Mobile App Development
- › SEO and Keyword Optimization
- › Website Redesigns
- › Email Marketing
- › User Research & User Testing
- › Content Creation & Management
- › Website Content Audits
- › Graphic and Print Design
- › Video Production

CERTIFICATIONS

- › Google Analytics for Beginners
- › User Experience for Web Design
- › Adobe XD Essential Training
- › Running a Design Business : Presentation Skills
- › Bootstrap 4 Essential Training
- › UX Foundations : Prototyping
- › Shopify Essential Training
- › Learning Git and Github
- › Success Habits
- › Wordpress Essential Training