

MARK DAVID ZAHN

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PROFESSIONAL SUMMARY

Dynamic content creator and marketing specialist with nearly 20 years of experience in graphic design, social media strategy, and multimedia production. Skilled in crafting engaging digital and print content that drives brand awareness and audience engagement. Proficient in Adobe Creative Suite including Photoshop, Illustrator, and InDesign, WordPress, and SEO, with a proven ability to manage content calendars, analyze performance metrics, and collaborate cross-functionally. Passionate about leveraging creativity and analytics to deliver impactful marketing solutions.

CORE COMPETENCIES

- Social Media Marketing
- Content Creation and Strategy
- Graphic Design
- Adobe Creative Suite
- WordPress Website Management
- Search Engine Optimization
- Google Analytics
- Video Production and Editing
- Audio Production
- Campaign Management
- Google AdWords
- Performance Analysis
- Cross-functional Collaboration
- Project Management

PROFESSIONAL EXPERIENCE

Social Media and Marketing Communications Specialist

Suess Electronics

September 2015 - Present

- Design visually compelling graphics for social media, websites, digital ads, and print collateral, ensuring brand consistency across all platforms
- Manage content calendars and social media accounts including Facebook, Instagram, and LinkedIn, increasing engagement by curating and creating targeted posts
- Maintain and update WordPress-based website, optimizing content for SEO and improving user experience through aesthetic and technical enhancements
- Produce and edit video and audio content for radio and TV spots, including scripting, recording, and post-production, to support marketing campaigns
- Analyze social media and website performance using Google Analytics, Search Console and platform insights, optimizing strategies to boost traffic and conversions
- Collaborate with vendors and manufacturer representatives on Google AdWords campaigns, enhancing reach and ROI
- Contribute to AI technology committee, researching AI tools to supercharge content creation and vastly improve marketing processes (2024-Present)
- Support planning and execution of in-store events, creating promotional materials and driving year-over-year attendance growth
- Continuously expanded the scope of my role through proven expertise, evolving from social media management to comprehensive marketing initiatives and strategy

Social Media Account Manager

SCM Marketing Solutions

July 2014 - July 2015

- Developed and executed social media strategies for multiple clients, driving engagement and web traffic through tailored content and advertising
- Managed content calendars for four in-house brands, ensuring consistent messaging and timely delivery of posts
- Designed and maintained client WordPress websites and landing pages, optimizing for SEO and user engagement
- Produced multimedia content, including videos, photography and graphic design, to enhance client marketing campaigns
- Monitored and reported on social media ad performance, adjusting budgets and creative to maximize ROI
- Evolved role into creative direction, taking on expanded strategy and leadership responsibilities including mentoring a team of digital marketing specialists

Creative Services Copywriter & Multimedia Specialist

Woodward Radio Group

January 2005 - October 2013

- Wrote and produced award-winning radio ad campaigns, earning 10 Wisconsin Broadcasters Association awards for creative copywriting and audio production
- Greatly expanded initial role from copywriter to multimedia specialist within two years, taking on web development, video production, and analytics responsibilities based on demonstrated technical expertise
- Spearheaded web development initiatives across the station portfolio, including a prototype health-based social media community (2007), community events sites, and a custom online project management system to streamline internal sales and creative workflows
- Led new podcasting, social media and streaming audio initiatives for the group, as well as implementing analytics data gathering to inform content strategy and campaign optimization
- Diversified creative contributions to include multimedia content production, graphic design, photography, and video content for multiple radio stations and brands across digital and broadcast platforms

EDUCATION

Bachelor of Arts in Radio/TV/Film

University of Wisconsin - Oshkosh, Oshkosh, WI

Minor in English with Creative Writing emphasis

ADDITIONAL INFORMATION

Creative portfolio samples available upon request