

Zach M. Dosch

Digital Media & Sales Specialist

Marketing and Sales Professional with strong knowledge in increasing sales and digital media exposure. With over 10 years of experience in Sales, Digital Marketing & Advertising; I possess a strong skill set that's valuable to increase traffic, leads, and sales. I'm strong behind a computer and leader in front of one. Being a people person and a 'technology nerd' all in one isn't easy but something I truly enjoy!

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www.ZachDosch.com

PROFESSIONAL EXPERIENCE

Owner - Sole Proprietor

Lefthand Advertising Agency

January 2015 - May 2018 / April 2019 - Present

- Owner of Lefthand Advertising where I consult with small businesses about their Digital Media.
- Develop custom solutions and road maps to create a consistent brand, stronger website, and overall better marketing efforts to reach goals.
- Services ranging from website design & management, search engine optimization, social media, paid advertising, content creation, to video production and photography.

Media Relations Manager

H-S Precision, Inc.

April 2018 - May 2019

- Created a cohesive brand across all digital media channels.
- Managed website, social media accounts, analytics reporting and processing all online orders, inquiries, and calls.
- Designed graphics, new logos, and vehicle wraps. Updated product photography and created Instructional Videos.
- Optimized prior website along with developing a new state of the art website with a gun builder.
- Attended trade shows and assisted Sales staff with writing up sales orders.

Online Marketing Specialist

Riddle's Jewelry

October 2013 - May 2015

- Managed all Digital Media accounts and assisted in creating marketing campaigns for over 55 store locations.
- Optimized website, managed paid ads, assisted in hiring and vetting agencies to develop a new website.
- Assisted in managing all online inventory and orders as well as answering any customer inquiries.

SKILLS

Analytical

Leadership

Flexibility

Time Management

Problem Solving

PROFESSIONAL SKILLS

SEO

Onsite & Offsite, SEMrush, Link Building, Content Creation

Google

Analytics, Adwords, Webmaster Tools, My Business Page

Digital Marketing

SEO, PPC, Social Media, Adobe Creative Suite

Web Development

HTML, CSS, Wordpress, WooCommerce, Magento

Photography

Canon Platforms, Lighting, Lightroom, Photoshop

Videography

Sony & Canon, Audio Mixing, Lighting, Final Cut Pro X

EDUCATION & CERTIFICATES

Northern State University

BS Business Management, Emphasis in Marketing

Community College of Aurora

Certificate in Web Design & Authoring

Google Adwords and Analytics

Individual Certificates in 2014

INTERESTS

Outdoors, Golf, Biking, Fishing, Camping, Skiing, Hunting

Staying Fit, Eating Healthy, Living Strong

Family, Traveling, Growing Professionally