

# Zach M. Dosch

## Marketing Professional

Marketing and Sales Leader with a strong knowledge increasing sales and exposure. With over 12 years of experience; I possess a skill set that's valuable to all marketing strategies. Being analytically driven with a creative mindset is very powerful. I'm strong behind a computer and leader in front of one. Being a people person and a 'marketing nerd' all in one isn't easy but something I truly enjoy!

phone: 605-787-2084

email: zach.dosch@gmail.com

www.ZachDosch.com

## PROFESSIONAL EXPERIENCE

### Alliance Outdoor Group

March 2020 - Present

- Report to the CMO with Advertising Calendars, Campaigns, and Budgeting.
- Oversee the majority of AOG brand advertising strategies
- Manage third party vendors for blog articles, affiliate marketing program, and custom projects.
- Manage 90% of AOG Social Media Accounts
- Email Marketing Communication to AOG Dealers
- Manage Press Release content and Submissions
- Google, Retargeting, and Social Ad Management

### Advertising & Marketing Consulting

www.ZachDosch.com

January 2010 - Present

- Sole Proprietor where I consulted with small businesses regarding their Digital Marketing.
- 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.

### 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

Leadership

Analytical

Flexibility

Time Management

Problem Solving

## PROFESSIONAL COMPETENCY

- Google Analytics and Data Reporting
- Google Ads (Creating and Maintaining Campaigns)
- PR Communication & Email Marketing
- Social Media Management and Paid Advertising
- Ambassador Program Setup and Management
- Digital & Traditional Advertising Budget Management
- Website Development & Maintenance
- Search Engine Optimization (On-site and Off-site)

## 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, Fishing, Camping, Skiing

Staying Fit, Eating Healthy, Living Strong

Family, Traveling, Growing Professionally