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ZACH SEELING

SKILLS:

- Proficient in Action Script 3, Adobe Photoshop CS4, Adobe Flash CS4, Adobe Illustrator CS4, Adobe InDesign CS4, Adobe After Effects CS4, Adobe Premier CS4, Dreamweaver CS4, Microsoft Word and Excel, Open Office, media format converting software, basic knowledge in Visual Basic.NET and ASP.NET, W3C-compliant CSS and HTML, PC hardware and OS software
- Beginning Spanish speaker

EXPERIENCE:

Marketing Manager, RockyMountainTrail.com **November 2009-present**

- Organize promotional and sponsored events, including designing all event media such as graphic, video, web and event booth
- Manage social media campaigns including Twitter and Facebook
- Collaborate with manufacture marketing representatives regarding promotions and events
- Write press releases, handle interviews and exposure media
- Explore and gain new marketing avenues on web

Senior Web and Graphic Designer/Developer, IT Manager, RockyMountainTrail.com **May 2008-present**

- Full website design, including developed W3C-compliant HTML and CSS to be handed off to Visual Basic .NET developers for database integration
- Logo creation and branding (including banners, packaging, and marketing material)
- Developing interactive media, integrating video and motion effects
- Developing dynamic flash applications
- Coordinating marketing material and imagery with corporate media managers and senior graphic designers from companies including The North Face, Oakley, Mountain Hardwear, Tubbs, and MSR.
- Basic VB.NET and Enterprise database updates and changes
- Designing seasonal website campaigns based on analytics and target market research
- Designing email campaigns to go out to an internal email list over 100,000 people each week
- Designing seasonal and special print campaigns
- Supporting office's internal network and users' PC hardware, software, and email accounts

Web Developer/Graphic Designer, Owner, Six Degrees Design; Buena Vista, CO **July 2007-present**

- Interview clients to establish their design and development needs with a thorough interview processes
- Coordinate with current branding and merge design with site functionality
- Develop sites using Action Script 3.0, XHTML, or Java Script
- Manage client website hosting
- Provide maintenance and updates for each website
- Provide search engine optimization and analytics tracking
- Provide graphic design, branding, and marketing campaigns
- Provide interactive media design and development
- Customization of Wordpress blogs into CMS driven websites

Project Manager/Designer, Thankssites.com by Academy Enterprises; Fountain, CO **Jan. 2006-Mar. 2008**

- Collaborated with owners to establish an initial business plan
- Setup and managed over 15 websites as part of the Thankssites.com network
- Setup and managed over 105 simultaneous domains
- Implemented extensive researched affiliate marketing with four affiliate manager companies
- Contributed to the design, development, and management of an e-commerce affiliate-based site

Delivery Manager; Zoomienet.com by Academy Enterprises; Fountain, CO **Dec. 2003-Dec. 2007**

- Maintained website menu and content
- Coordinated and managed payroll for employees
- Hired and managed nightly delivery drivers
- Handled customer service and customer accounts
- Organized delivery routes and coordinated delivery pickups with 12 restaurants
- Invoiced and paid restaurants weekly for their services
- Managed and updated over 4,000 customer accounts

ADDITIONAL EXPERIENCE:

Online Marketing Campaign, Colorado Kayak Supply and Serendipity Yarn and Gifts **Aug. 2007- 2008**

EDUCATION:

The Art Institute of Colorado: Denver, CO **March. 2008- Present**
Enrolled in BA for Interactive Media Design, currently in 3rd year

Colorado Mountain College: Buena Vista, CO **Dec. 2006-May 2007**
Course work includes web editing and programming tools

University of Colorado: Colorado Springs, CO **Aug. 2002- Jan. 2005**
Enrolled in the School of Business, significant coursework in philosophy