

Anthony A. Zepeda

<https://www.linkedin.com/in/anthonyzepeda>

Phone: 630-235-7534 | Email: anthonyzepeda@gmail.com

Who is Anthony?

A marketing strategist who enjoys connecting the dots between metrics, strategic development, and marketing technology to increase lead generation and improve conversion for an organization's marketing funnel.

Digital Skills:

- Marketing: HubSpot and ExactTarget, strong familiarity with HTML
- CRM: Salesforce.com and HubSpot CRM
- Analytics/Metrics: BrightFunnel, Google Analytics, and HubSpot, familiarity with SQL
- Website: Wordpress, HubSpot, and AmericanEagle, familiarity with CSS
- Events: EventGeek, Eventbrite and Bizzabo
- Advertising: Google AdWords, AdRoll, LinkedIn Ads, Facebook Ads Manager, and Twitter Ads
- Design: Adobe Photoshop; strong familiarity with Illustrator and InDesign; Canva
- Video: Vidyard, Wistia, and basic editing skills on Adobe Premiere and Adobe After Effects

Certifications:

HubSpot:

Inbound Certification

Email Marketing Certification

Content Marketing Certification

Google:

Google AdWords Fundamentals

Leadership:

Eagle Scout

Professional Experience

Label Insight

Chicago, IL

January 2018 – May 2018

Contract role

Marketing Consultant/Manager - Activation & Measurement

- Reported on marketing campaigns and provided plans for re-optimizations and new insights for content development to improve conversion and drive new traffic.
- Provided activation to support marketing partners in initiatives including: email marketing, webpage development, search advertising, conferences, product launches, and marketing automation.
- Collaborated with sales operations manager to set up marketing attribution platform, BrightFunnel, and reporting important insights to develop future marketing initiatives.
- Worked with internal team and third-party agency to redesign organization's website and content

Human Capital Media

Chicago, IL

March 2016 – January 2018

(Position ended due to layoff)

Marketing Manager

- Collaborated with senior leaders to developed go-to-market plans for 2 annual conferences, 2 pre-workshops, and 12 roadshow events.
- Project managed marketing calendar for each event, managing graphic designer, contractor/content writer, and web specialist ensuring execution for multichannel activities.
- Built and optimize paid digital campaigns through Facebook, Twitter, LinkedIn, and Google AdWords, increase lead retention and acquisition by 3%.
- After campaign review, developed email marketing nurture initiative incorporating marketing automation and increasing engagement by 5%.

Appraisal Institute

Chicago, IL

January 2015 – March 2016

Contract role

Marketing Specialist

- Research, designed and deployed email marketing campaigns for organizational education programs and 40 local chapters.
- Prepared event and email calendar while managing execution of all assets needed.
- Campaign management for AI book releases involving marketing strategy and project management.
- Report on for AI email marketing metrics, AI website analytics, and AI Online Bookstore sales.

Freelance

Chicago, IL

October 2014 – June 2015

Contract role

Marketing Communications Consultant – Consulted with two clients

- Created case studies, whitepapers, brochure design, published articles, blog posts, and email nurture campaigns to assist in lead nurturing and brand improvement.

National Tax Search

Chicago, IL

October 2013 – October 2014

(Position ended due to layoffs)

Marketing Communications Specialist

- Collaborated with senior leadership, product management and subject matter experts to redevelop the online and offline marketing initiatives including one product launch.
- Implemented cross-channel campaigns on LinkedIn, Twitter and Google+ platforms, which increased engagement by 25%, 5% and 3%, respectively.
- Built media relationships to enable publishing of organization created articles and press releases.

Freelance

Chicago, IL

January 2013– October 2013

Social Media Strategist

- Advise on social media campaigns for Facebook, Twitter and website content for clients, increasing Facebook “likes” by 10%, Twitter following by 5% and continued social engagement
- Analyzed and metrics for web and social media platforms to develop better content and visual strategy for client.

MedAdept, LLC

St. John, IN

September 2011– July 2012

Implementation Software Specialist

- Developed collaborative training materials and demonstrations, and provided training for the company’s software updates, saving \$10K in the company’s annual training budget.
- Assisted healthcare clients with technical support and billing issues, which saved clients a combined \$500K annually.

American Guardian Warranty Services, Inc.

Glen Ellyn, IL

January 2011 – July 2011

Marketing Manager

(Position ended due to layoffs)

- Developed and managed online branding campaigns, while leveraging social channels and company blog to create brand awareness, resulting in 30% traffic increase and increase by 3% website views.
- Cultivated and maintained top-tier accounts generating \$35M annually.

Marketing/Sales Coordinator

January 2006 – December 2010

- Maintained new and low-tier accounts generating \$15M annually.
- Managed the creation of client marketing collateral with third-party graphic designers.

Marketing/Sales Assistant

July 2004 – January 2006

- Managed day-to-day customer and client relations and distributed promotional marketing collateral across the country: communicated with clients, worked on monthly accounting for clients’ commissions (saving \$20K per year), and ensured marketing supplies were distributed to clients.

Education

Monmouth College - Monmouth, IL

Bachelor of Arts in Communication and Theatre Arts, Concentration: Digital Media