

Zack Mast

WEB-CONTENT STRATEGIST | DIGITAL-SAVVY COPYWRITER | SEARCH-OPTIMIZED STORYTELLER

EXPERIENCE

Graduate Hotels | Hospitality Brand | Chicago, IL

Dec 2019 – Mar 2020

Web Content Manager

SKILLS: Wordpress, Digital Marketing, Copywriting, Search Engine Optimization, Project Management

↳ Oversaw all aspects of Graduate Hotels' consumer-facing web presence:

- Collaborated with in-house creative and fellow brand-marketing teams (PR, Marketing, Property) to conceive and execute brand initiatives, including email campaigns, landing pages, and web copy
- Strategized with E-Commerce and Revenue teams to optimize direct bookings
- Communicated daily with our web agency to build new features and fix bugs
- Solved colleagues' problems with third-party web platforms: ex. fixing SSL certificate issues
- Managed the build-out of sites for five new properties: laying out timelines, compiling/resizing image assets, gathering info from Interior Design and Development, and writing copy
- Made daily site updates directly within Wordpress, administering over 25 property sites

TimeZoneOne | Full-Service Marketing Agency | Chicago, IL

Apr 2017 – Dec 2019

Digital Content Strategist (Sep 2019–Dec 2019) | Website & Content Manager (Apr 2017–Sep 2019)

SKILLS: Content Strategy, Google Analytics, Website Management, Email Marketing, Tourism Marketing

↳ Took the lead in executing a digital Content Strategy for clients, primarily the Illinois Office of Tourism:

- Created editorial calendars to align with goals for all stakeholders: Organic (SEO), Social, PR, Media Relations, Tourism Trade Marketing, and Creative
- Regularly used Google Analytics, Keyword Planner, and SEMrush to identify organic-content gaps
- Optimized articles and landing pages for publication on EnjoyIllinois.com, increasing organic traffic by 40% year-over-year in both 2017 & 2018
- Executed marketing campaigns for consumers and B2B partners, including writing consumer emails & B2B newsletters, managing the contact database, designing A/B tests, and tracking engagement
- Updated site imagery and edited images as needed in Adobe Photoshop
- Managed a library of 100+ image assets to use for press and approved brand content

↳ Wrote copy for multiple ad campaigns, including radio scripts, OOH and digital banners for Navy Pier

Groupon | E-Commerce Startup | Chicago, IL

Mar 2011 – Apr 2017

Senior Editor (Oct 2013 – Apr 2017) | Voice Editor (Nov 2011 – Oct 2013) | Staff Writer (Mar 2011 – Nov 2011)

SKILLS: Writing, Editing, SEO Copywriting, Video Writing, Giving Feedback

↳ Helped build the Groupon brand by writing authoritative, accurate, entertaining profiles of local & national businesses in our unique voice

- In Editor roles, improved write-ups and provided peer-to-peer feedback for a team of 8–10 writers
- Projects such as video scripts, recyclable content to increase efficiency and optimize SEO

EDUCATION

Cornell University | Ithaca, NY

May 2010

B.A. English with a minor in Theatre Performance

OTHER PROFICIENCIES: Web Languages (HTML, CSS, Javascript, SQL) | CRM (ActiveCampaign, Mailchimp) | Digital Asset Libraries (CrowdRiff, Brandkit) | CMS (Wordpress, SilverStripe, Craft) | Microsoft Office Suite | Video Writing + Editing (Final Cut Pro) | Digital Marketing (SEMrush, Google Tag Manager & Search Console)