

Zachary Evans

INTERNSHIP

SUMMARY

I'm a Results-oriented professional with 10+ years of experience and proven knowledge of account development, brand management, and marketing. Aiming to leverage my skills to successfully fill the Marketing Strategy/Google Assistant Internship at your company. I want to be part of a team and achieve a common goal.

SKILLS

- Strategic Business Planning.
- Strategic Marketing.
- Social Media Marketing.
- Technical Project Management.
- Program Management.

CERTIFICATION

- CSM (CERTIFIED SCRUM MASTER)
- CSPO (CERTIFIED PRODUCT OWNER)

How to Reach Me

1621 Deans Lane, New York, NY
10011

Tel: +1 914-752-8180

Email: zevans@resumesbot.com

PROFESSIONAL EXPERIENCE

MARKETING COORDINATOR

A+E Networks, New York, NY | Feb. 2014 – Present

Developed and project managed a custom, co-branded, 360-degree campaign for Summer Camp at the MTV Video Music Awards. Managed execution and launch of all campaign elements; served as the main point of contact between the client, MTV VMA show team and multiple production teams to activate on-the-ground campaign components. Managed ROI tracking, analysis and reporting to the client.

MARKETING ASSISTANT

Viacom, New York, NY | Mar. 2009 – Jan. 2014

Assisted in pitch and production of various co-branded campaigns across all Viacom networks. Managed the "Commit 2 Fit" initiative, a health and wellbeing marketing initiative for Nickelodeon, MTV, CMT and Comedy Central. Wrote copy and designed various brand templates, pitch decks, commercial treatments and internal marketing deliverables.

EDUCATION

BACHELOR OF SCIENCE IN COMPUTER SCIENCE

**The University of Pennsylvania, School of
Engineering and Applied Science Philadelphia, PA**

- Class salutatorian, with a GWA of 4.85
- Awarded the Kelsburg Leadership Medal for Outstanding Performance
- Won best research paper for academic merit

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