

Anthony Zuccarini

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Online Portfolio: <https://www.anthonyz.net>

QUALIFICATIONS

Data- and deadline-driven, high-energy marketing professional with over ten years of experience. I bring expert skills in integrated marketing, including but not limited to developing robust email marketing campaigns, project management, content development, publication and graphic design, analytic tools, and Salesforce Marketing Cloud.

Key skills include:

- Email Marketing
 - Adobe Creative Cloud
 - Power BI
 - Training/Education
 - HubSpot
 - Analytic Tools
 - Power Automate
 - Web Administration
 - Salesforce Marketing Cloud
 - Content Development
 - SharePoint Administration
 - HTML and CSS
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PROFESSIONAL ACCOMPLISHMENTS

MARKETING

- Managed email marketing campaigns for Global 500 companies, including coordinating development calendars and maintaining close communication with clients and staff.
- Work deeply within Salesforce Marketing Cloud segmenting audiences, developing data extensions and queries, A/B testing, building journeys and triggers, and managing deployments.
- Used agile methodology within a Kanban structure.
- Managed extensive email marketing campaigns and analyzing metrics for best coverage.
- Accountable for the timely development of quality marketing activation plans and timely delivery of high-quality, cost-effective promotional tools and materials for distribution.
- Managed all social media channels while following trends and studying analytical metrics.
- Wrote content for agency internal and external communications including press releases, social media posts, white papers, web posts and marketing assets.
- Grew agency website to over 200,000 unique visitors per year - a 40% increase from 2018.
- Increased email marketing by over 80% for a large government agency covering Jackson County, Mo.

TECHNOLOGY

- Developed extensive SharePoint site for internal communication and file sharing. Facilitate training to staff on best practices for software which includes all Microsoft products and SharePoint.
- Created and manage an interoffice digital message board.

CREATIVITY

- Developed communication plans and style guides for brand consistency across the organization.
 - Designed logos and other printed assets using Illustrator, InDesign and Photoshop.
 - Developed and design annual reports, and internal and external newsletters.
 - Nurtured client relations, as well as meeting goals and deadlines using effective communication.
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PROFESSIONAL EXPERIENCE

MERKLE , Overland Park, Kan. Campaign Manager (Email Marketing Manager)	2021 – Present
DEVELOPMENTAL DISABILITIES OF JACKSON COUNTY , Kansas City, Mo. Communications Coordinator	2018 – Present
MISSOURI OFFICE OF ADMINISTRATION (ITSD) , Jefferson City, Mo. Information Technology Specialist	2017 – 2018
MISSOURI NURSES ASSOCIATION , Jefferson City, Mo. Communications & Marketing Manager	2016 – 2017
STATE OF MISSOURI OFFICE OF ADMINISTRATION , Jefferson City, Mo. Communications Coordinator	2015 – 2016
PRIMARIS HEALTHCARE , Columbia, Mo. Marketing Coordinator	2014 – 2015
MISSOURI STATE TEACHERS ASSOCIATION , Columbia, Mo. Communications Coordinator	2013 – 2014
MISSOURI DEPARTMENT OF TRANSPORTATION , Jefferson City, Mo. Multimedia Specialist	2007 – 2013

EDUCATION

WILLIAM WOODS UNIVERSITY , Fulton, Mo. Master of Business Administration, Marketing
UNIVERSITY OF MONTANA , Missoula, Mont. Bachelor of Arts, Journalism
UNIVERSITY OF MONTANA , Missoula, Mont. Bachelor of Arts, English Literature

VOLUNTEER & PROFESSIONAL DEVELOPMENT

JUDGE , National Association of Government Communicators Blue Pencil & Gold Screen Awards Competition	2015, 2016, 2019 and 2021
MEMBERSHIP DIRECTOR , Knights of Columbus	2020-Present
MICROSOFT SHAREPOINT BOOTCAMP , Centriq Training	2020
COACH , Youth baseball and football	2018 & 2021