

ZANE DEZEEUW

EDUCATION

**MASTER OF FINE ARTS,
CREATIVE WRITING**
WESTERN KENTUCKY
UNIVERSITY | 2016-2018
GPA: 4.0/4.0

BACHELOR OF ARTS, ENGLISH
TRUMAN STATE UNIVERSITY |
2012 - 2016
GPA: 4.0/4.0

CONTACT

phone:
(785) 893-4075
email:
zane.dezeeuw@gmail.com

ONLINE PORTFOLIO

<https://zanedezeeuw.wixsite.com/zanedezeeuw>

EXPERIENCE

DIGITAL MARKETING SPECIALIST

BECKER MEDIA | 2020 - PRESENT

- Facilitates weekly marketing strategy meetings with higher education institutions.
- Optimizes and develops landing pages, CPL, SEO, PPL, videos, creatives, and A/B testing performance for ad campaigns (Google, Facebook, etc.).

EDUCATION MARKETING ASSOCIATE

GOULD EVANS | 2019 - 2020

- Spearheaded the Gould Evans Education team marketing efforts by creating collateral designs (card decks, books, etc.), developing story identities for brand initiatives, and supporting educational research.
- Pursued and developed proposals in response to higher and secondary education RFP requests.

MARKETING AND SALES REPRESENTATIVE

LOMA VISTA NURSERY | 2018 - 2019

- Assisted sales team in marketing, selling and promoting Loma Vista Nursery's products to existing and potential new customers.
- Responsible for all print advertisement, website, trade shows, social media, blogs, customer database management, and generating new sales leads.

GRADUATE TEACHING ASSISTANT

WESTERN KENTUCKY UNIVERSITY | 2016-2018

- Taught as the instructor of record for two sections of ENG 100: Intro to College Writing at Western Kentucky University.
- Created lessons and assignments in the areas of writing mechanics, research, citation, structure, content, and voice.

SKILLS

- Editing and Publishing
- Marketing Strategy
- Google Ads
- Facebook Ads
- Html, Drupal, Wordpress
- Copywriting
- Adobe Suite proficiency
- SEO
- Landing Page Optimization
- Layout design
- Photo editing
- Microsoft Office
- Research
- Writing

AWARDS

2018 POTTER COLLEGE AWARD FOR
OUTSTANDING STUDENT IN ENGLISH, MFA
2012 PERSHING SCHOLARSHIP RECIPIENT