

# ZACH ROSE

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## PROFESSIONAL EXPERIENCE

**Digital Buyer** | *A/L Media • Advertising Firm • Chicago, IL* *Jan. 2022 – Present*

- Place, monitor and optimize digital ad buys for multiple clients, including Congressional, State Legislature, Federal Senate and Political Action Committees.
- Report on weekly digital ad performance and offer creative recommendations to best meet program goals.
- Managed digital buying for several multi-million dollar clients during the 2022 cycle.
- Led training sessions for new buyers, ad operations team members and account executives.

**Marketing Director** | *Bottom Lounge • 700-capacity live music venue • Chicago, IL* *Apr. 2017 – Jan. 2022*

- Managed \$75,000 annual marketing budget by creating marketing plans, designing creative, placing and monitoring ad buys, and optimizing campaigns for all digital platforms.
- Curated, scheduled and monitored all social media content.
- Strategized, created and delivered all email newsletter marketing campaigns.

**Marketing Assistant** | *Bottom Lounge • 700-capacity live music venue • Chicago, IL* *July 2015 – Apr. 2017*

- Drafted copy and designed graphic assets for digital ads.
- Increased social media following over 50% across all channels.
- Produced over 200 promotional videos to increase social engagement.

**Co-Founder** | *Armory Music • Music licensing agency • Chicago, IL* *Dec. 2014 – Jan. 2019*

- Designed and implemented all email marketing campaigns.
  - Established and managed digital onboarding process of all clients.
  - Wrote, edited and proofed all social media and digital ad copy.
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## ADDITIONAL EXPERIENCE

**Trainings:** Arena Campaign Academy 2020, Netroots Nation 2021

**Volunteer:** Berrien County Dems – Voter Protection Committee, Biden-Harris 2020, Progressive Turnout Project

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## SKILLS

**Technical Skills:** Digital Buying, Programmatic Buying, Data Visualization, Inventory Management, Ad Operations

**Software Skills:** Facebook Ads Manager, Google Ads, Trade Desk, Google CM360, Adobe Creative Suite, HTML/CSS

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## EDUCATION

University of Texas at Austin, B.S. - Radio / Television / Film, 2007