

# ZACK RAAB

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## OBJECTIVE

An eager learner with a growth mindset. Takes pride in being versatile, extremely detail-oriented, and able to tackle any project. A creative and proactive personality with 4.5 years of start-up experience. Looking to apply extensive digital marketing and e-commerce know-how, a strong work ethic, and a deep passion for sports to help a company grow.

## EXPERIENCE

NOV 2019 - PRESENT **TeamIsraelBaseball.com** - Remote (Freelance)

- **Marketing Manager** (since Jan '21) - leading all website and marketing efforts in advance of Tokyo Olympics
- **E-Commerce Consultant** - facilitated the launch of dedicated Israel Baseball online store (Jan '20), assisted with the initial e-commerce, paid advertising, product design, website experience, and social media strategy

AUG 2019 - PRESENT **ZackRaab.com** - South Florida (Part-Time)

- **Independent Marketing Consultant** - assist small businesses in improving their digital marketing, e-commerce, and social media strategies & individuals with social media and personal branding (LinkedIn, Twitter, Instagram)

APR 2019 - JUL 2019 **JewishBaseballMuseum.com** - Chicago, Illinois

- **Special Project Manager** (~6 weeks - temporary position)
  - Developed cataloging system of 7,000+ piece, one-of-a-kind baseball memorabilia collection
  - Organized collection and implemented listing and tracking index for identification/retrieval

JUN 2016 - FEB 2019 **Signet Jewelers (R2Net Inc. / JamesAllen.com)** - Israel

- **Digital Marketing & Advertising Manager** (~2 years, 1 month)
  - Managed strategy, keyword research, budgeting, and bid optimization of 300+ PPC ad campaigns across 15 robust accounts (Google Search, YouTube, Display, Gmail), driving a significant increase in traffic and sales
  - Wrote, edited, and A/B tested ad copy and reported weekly on performance and growth opportunities
  - Headed recruitment, interviewing, hiring, and training process of junior PPC team members
  - Improved and led customer review strategy; monitored customer photos and product/website reviews daily
  - Assisted with and improved Google Shopping, Facebook, Instagram, and Bing ads, website/email/social media content, website/blog SEO strategy, brand influencer opportunities, and branded video campaigns
- **Junior PPC Performance Marketing Specialist** (~7 months)
  - Supported all aspects of significant paid advertising efforts (mainly Google Ads) - duties as listed above

NOV 2014 - MAY 2016 **Clixie (Zoara.com, Namefully.com, and WorldofJudaica.com)** - Israel

- **Internet Marketing Analyst** (~2 months)
  - Researched and outlined e-commerce and web design A/B tests for all three websites; performed online retail market research; responsible for QA and scheduling of daily email marketing campaigns
- **Sales & Customer Support Agent / Assistant Purchasing Agent** (~7 months)
  - Assisted customers (email, phone, and live chat) and fulfillment department; monitored inventory and wrote appraisals for customers; registered supplier invoices/payments/returns/refunds; trained junior employees
- **Assistant Finance Manager** (~7 months)
  - Monitored company's finances, maintained ledgers and supplier relationships, processed invoices and refunds
- **Order Fulfillment Operator** (~5 months)
  - Tracked daily supplier deliveries and inventory; prepared orders for shipment; trained junior employees

## EDUCATION

2014 - 2015 **Master of Business Administration (MBA)** - Bar Ilan University, Israel

2011 - 2014 **Bachelors in Social Sciences (BA)** - Bar Ilan University, Israel

## SKILLS

- MS Office
- Google/YouTube Ads
- Data Analytics
- Creative Thinker
- Well Organized
- Google Suite
- Campaign Management
- Hebrew (Fluent)
- Analytical Mindset
- Self Starter
- Social Media
- Copywriting/Editing
- Spanish (Basic)
- Detail-Oriented
- Quick Learner