

Zachary Cohn

Marketing Specialist

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Orlando

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Summary

Seasoned Digital Marketing Specialist experienced in planning and executing internal and external campaigns (email, social, paid ads) and developing channel-specific content to support recruitment and sales enablement. Strong at tracking performance metrics, producing stakeholder reports, and optimizing tactics using A/B testing and AI-assisted tools. Hands-on with website updates, B2B social (LinkedIn) and design software (Canva, Photoshop) to deliver cohesive, conversion-focused customer experiences across channels.

Work Experience

Digital Marketing Specialist

Apr 2021 – Present

Klos Consulting, Inc • Remote

- Pioneered and managed the complete marketing ecosystem, developing and executing multi-channel strategies across Meta (Facebook/Instagram), Google Ads, LinkedIn, email, SEO, and social media to elevate brand awareness, drive lead generation, and enhance customer engagement while tracking performance metrics and producing reports for stakeholders.
- Conceptualized, designed, developed, and launched the company website—creating site architecture, front-end experience (HTML/CSS), AI-powered integrations, landing pages, SEO content, and conversion-focused user journeys to increase engagement and lead capture; performed routine site updates and optimizations.
- Owned HubSpot CRM: implemented lead capture systems, automated workflows, lifecycle automation, customer segmentation, reporting dashboards, and pipeline management to streamline sales and marketing handoffs and nurture leads.
- Produced branded creative assets (graphics, video, digital ads, presentations, proposals, collateral) using Adobe Creative Suite, Canva, and Photoshop, maintaining cohesive brand identity across customer touchpoints to improve campaign consistency and conversion.
- Leveraged analytics, A/B testing, and AI-assisted optimization to analyze campaign performance, iterate on creative and targeting, and improve lead quality and acquisition efficiency.

FIELD MARKETING SPECIALIST

May 2024 – Jun 2026

SecurityNational
Mortgage Company • Remote

- Optimized campaign efficiency and boosted engagement rates through strategic use of AI tools for content generation, audience targeting, and ad performance optimization, increasing engagement and qualified leads.
- Implemented customer retention strategies for lifecycle marketing, improving loyalty and reducing churn through targeted email, SMS, and CRM automation.
- Managed paid social media advertising campaigns across Meta and other platforms, achieving Cost-Per-Lead (CPL) metrics below industry benchmarks and generating a high volume of qualified leads; tracked performance metrics and reported results to stakeholders.
- Developed and executed CRM email campaigns and produced channel-specific content and graphics; delivered internal communications to support sales and cross-functional teams.
- Leveraged SMS campaigns to drive customer engagement and analyzed campaign performance to refine messaging and improve overall marketing effectiveness.

- Managed content development processes to ensure consistent brand messaging across all marketing channels.
- Applied meticulous editing skills to refine marketing copy, improving clarity and impact for target audiences

Marketing & Creative Consultant

Jan 2016 – Present

Self-Employed • Remote

- Delivered end-to-end branding, digital marketing, and creative solutions for businesses—developing logos, marketing collateral, social content, and advertising campaigns to strengthen brand presence and support customer acquisition.
- Designed and developed a fully custom, SEO-optimized website for Cohnnect Legal, managing strategy, UX, front-end development, responsive design, and launch to improve site visibility and user experience.
- Executed promotional campaigns and created creative assets for national brands, including BurgerFi International and Anthony's Coal Fired Pizza, contributing to broader marketing and acquisition efforts and producing materials for campaign and in-market use.
- Designed official U.S. Air Force class uniform patches, producing highly detailed artwork that met strict military design specifications.

Education

UNIVERSITY OF CENTRAL FLORIDA

Aug 2020 – May 2024

Digital Media and Design | Bachelor of Arts (BA)

Skills

Lifecycle & Email

Email Marketing, Lifecycle Marketing, Marketing Automation, HubSpot CRM, MailerLite, Mailchimp

Acquisition & Paid Media

Paid Media (Meta, Google, LinkedIn), SEO/SEM, Landing Pages, Conversion Rate Optimization, A/B Testing

Analytics & CRM

Analytics & Performance Reporting, Google Analytics, Salesforce, Lead Generation

Creative & Web

Content Marketing, Graphic Design, HTML, CSS, WordPress, Video Production, Adobe Creative Suite

Tools & AI

AI-Assisted Content & Campaign Optimization, ChatGPT, ClickUp, Total Expert