

Zack Krumland

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Summary

"An eager professional with over ten years of experience working with consumers and businesses alike. Attained confidence and an out-going attitude for tackling complex issues at the workplace that require problem solving techniques. Knowledgeable in Branding, Advertising, Search Engine Optimization, Content Writing and Market Analysis. History of going beyond what duty requires, energetic/upbeat attitude in the work place, possessing the ability to multi-task and be detail-oriented."

Experience

Senior Property Marketing Manager

JLL

Oct 2021 - Present (7 months +)

Independent Marketing Consultant

Self-employed

Jun 2020 - Present (1 year 11 months +)

Director of Marketing & Technology

Keller Williams Realty, Inc.

Mar 2021 - Oct 2021 (8 months)

Coming into this company as a director, I managed many of the marketing campaigns and self laid directives from the company standpoint, office and high producers. Managing marketers, creating data driven reports on campaigns and employees, branding on a company level as well as the individual, and design direction are just some of the items I was responsible for during my time at Keller Williams.

Marketing Consultant (Marketing Services Concierge)

Golden Gate Sotheby's International Realty

May 2018 - Jun 2020 (2 years 2 months)

I advised on individual and company level projects which include: Search Engine Optimization, Recruiting, Social Media Strategy, Reputation Management, Platform Training and Implementation, Digital and Print Marketing, Advertising, Demographic targeting, Geo-fencing and so much more! I operate in all regions of the company - North Bay, East Bay, South Bay and San Francisco.

Marketing And Public Relations Coordinator

Lafayette Physical Therapy, Inc.

May 2017 - May 2018 (1 year 1 month)

I became part of the Lafayette Physical Therapy family in May of 2017, I handle a variety of responsibilities and marketing ventures at the company. Print, Digital Marketing, Social Media Management, Google Adwords, Google Analytics, Graphic Design, SEO and SEM are just some of the

day to day tasks I complete and monitor. I work in a team based environment and in close proximity with the executive management.



Marketing Analyst

Envisage Real Estate

Sep 2016 - Apr 2017 (8 months)

Joining the Envisage Multimedia team as a Marketing Assistant, my concentration is with online and consumer profile marketing. Specializing in all things related to Social Media- I conduct most of the research, data analyzing, meta tagging, search engine management, profile management, ad traffic, profile set up and maintenance on all social platforms. I am passionate about communicating directly and targeting the right audiences, producing and delivering powerful custom work that each client deserves.

Education



San Francisco State University

Bachelor of Science (B.S.) Business Administration, Marketing

2011 - 2013

Skills

Marketing • Computers • Computer Repair • People-oriented • People Skills • Office Management • Microsoft Office • Martial Arts • Telephone Skills • Market Research