

Ziporah R. Paskman

Digital Marketing Manager

727-303-1040 | zpask75@gmail.com | LinkedIn/in/ziporahpaskman | <http://ziporahpaskman.com>

Strategic marketing professional with 8 years' experience in inbound marketing strategies. Knowledge in campaign development, content creation, brand development, project management and media expertise to elevate brand profiles.

Skills & Expertise

- Project Management
- Branding/Re-Branding
- Search Engine Optimization
- Social Media Marketing
- Email Marketing
- WordPress
- Adobe Creative Suite
- Video Marketing
- Graphic Design
- Copywriting
- CRM
- PC/MAC Fluent

Professional Experience

Buzzworthy Media | July 2009-Present

Consultant

Freelance inbound marketing specialist working with hundreds of business owners and entrepreneurs across 50 industries in B2B and B2C capacity, in a range of marketing management positions.

Consulted with companies and professionals in the 300-500K range, averaging a 20% increase in profits

- Build and implement content marketing strategies
- Manage Digital Marketing Channels
- Oversee and manage social media accounts for engagement
- Edit and optimize content for blogs, website, ebooks, social media, email, and video
- Direct and oversee creative teams
- Lead brainstorming/creative sessions
- Develop specific campaigns to maintain high levels of customer engagement
- Prepare schedules, arrangements and coordinate video projects.

Education

B.A. Communications/RTF | Rowan University | Glassboro, NJ

Magna Cum Laude | Golden Key National Honor Society | CINE Golden Eagle Recipient

Career Highlights

- Positioned boutique real estate company as authority in Florida REI Market
- Closed Additional \$100,000 in commissions for independent real estate agent
- Solved business problem for family owned carpet cleaning company resulting in 20% growth