



ZIPORAH R. PASKMAN

Customer Engaging Storyteller



WORK EXPERIENCE

- BUZZWORTHY MEDIA / JULY 2009 - PRESENT
Freelance marketing specialist working with entrepreneurs across 50 industries in B2B and B2C industries, in a variety of roles from marketing management to creative freelance projects. Created campaigns and assets for companies in the 500K range, averaging a 30% increase in profits.
- Scripted, recorded and edited instructional videos for carpet cleaning clients, resulting in additional \$75K income by reducing time spent by techs on site
- Recorded and edited informational videos for real estate agent, resulting in additional \$100K income by increasing visitor engagement on website
- Created social media campaign assets and informative whitepapers for health and wellness business resulting in 75% retention of reseller partners
- Optimized photos & blog posts for handyman service, resulting in website movement from page 3 to 5th spot on 1st page Google search results



PROFILE

Every brand has a story to tell; stories that will engage, inspire and inform their audience, as well as achieve measurable business results. I am the conduit that brings the audience to the business owners door.



CONTACT ME

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SOFTWARE

- MS OFFICE
- ADOBE PHOTOSHOP
- ADOBE PREMIERE
- FINAL CUT PRO
- AFTER EFFECTS
- INFUSIONSOFT
- HUBSPOT
- WORDPRESS
- GOOGLE ANALYTICS
- BUFFER/COSCHEDULE



EDUCATION

- BACHELORS DEGREE: Rowan University
B.A. Communications/RTF
Magna Cum Laude
Golden Key International Honor Society
Gamma Tau Sigma-Mortar Board Senior Honor Society (Membership Chair)
Lambda Phi Eta-Communications Honor Society (Public Relations & Marketing)
Best Producer 2003-2005 Rowan Television Network "On the Couch"
Cine Golden Eagle Recipient "Finding the Light" Student Documentary 2005
- PROFESSIONAL TRAINING
Key Person of Influence - Daniel Priestley / Spring 2013
StoryBrand - Don Miller / Spring 2017



PROFESSIONAL SKILLS

- INBOUND MARKETING
- EMAIL MARKETING
- SOCIAL MEDIA
- INFOGRAPHICS
- LANDING PAGES
- CAMPAIGN DEVELOPMENT
- PROJECT MANAGEMENT
- VIDEO/PHOTO & EDITING
- COPYWRITING
- SEO



PERSONAL STRENGTHS

- CREATIVE
- ANALYTICAL
- DETAIL-ORIENTED
- TEAM PLAYER
- ACTIVE LEARNER
- SELF-DISCIPLINED