



JULIA (JZ) ZAESKE

CAMPAIGN ANALYST

ABOUT

Results-driven, persuasive professional with exceptional leadership and presentation skills focused on campaign data analytics and disruptive innovation. Creative, thorough, and detailed in every project. Nerdy and passionate with a love of craft beer and performing arts.

EDUCATION

DePaul University | College of Communications
Master of Arts | Public Relations & Advertising

The Catholic University of America | Benjamin T. Rome School of Music
Bachelors of Music | Musical Theater | Minor in Psychology
Graduated Cum Laude

CERTIFICATIONS

Google Analytics
Google Data Studio
Google Ads Search
Google Ads Display
Google Ads Video*
Google Ads Measurement*
Google Shopping Ads*

asterisk* = in progress

PERSONAL SKILLS

Creative spirit
Critical thinker
Organized
Team player
Fast learner
Motivated
Risk taker

CONTACT

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WORK EXPERIENCE

ENTERPRISE ASSOCIATE 11

VelocityEHS | February 2019 - May 2020

- Environmental Health & Safety (EHS) Company I set demonstration appointments for the product to assist the sales representative I was assigned to while training to be a sales rep.
- During this time, there was a lack of training materials and fact sheets that I created for the company.

CUSTOMER SUCCESS REPRESENTATIVE

Cars.com | September 2017-February 2019

- Created an ROI report to better interpret the raw data within Google Analytics, dealership CRMs, and company data.
- Developed a role based on Data Analysis for the company to retain subscriptions for the business in which revenue went from -0.6% to an average gross of 1-2%

DIGITAL MEDIA REPRESENTATIVE

Cars.com | February 2016 - August 2017

- Used digital data analysis to sell through -\$6,000 in revenue to hit or double the revenue goal of \$1,050 consistently.
- Revamped the Think Tank Training Program based on my success to help other sales representatives increase their revenue goals
- Successfully mentored multiplied new sales reps to succeed in their books by teaching them data analysis skills.

ADDITIONAL EXPERIENCE

FOUNDER, PRODUCER, AND ARTISTIC DIRECTOR

Pure Alignment Dance Company | October 2009 - May 2013

- Started the company from scratch and is still running today