




JACK ZIEGLER

CREATIVE BRAND MANAGER

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 zieglerjack.com

Education

VCU Brandcenter

M.S. Business,
Creative Brand Management
GPA: 3.82
Expected May 2026

Christopher Newport University

B.S. in Business Administration
(marketing)
May 2022

Certifications

- Certified Digital Marketing Professional
- Google Ads Search Certification

Skills

Strategic Brand Positioning
Creative Problem Solving
AI Prompting and Image Generation
Qualitative & Quantitative Research
Data Analytics

Tools

Adobe Creative Suite
Microsoft Office
Google Analytics
Google Gemini

Relevant Experience

Marketing Assistant

June 2025 - Present

C&F Bank | Toano, VA

- Analyze real-time campaign performance data to generate reports for senior leadership, identifying marketing insights for company with \$2.6 billion in assets
- Develop new products to promote customer engagement and support deposit growth across 31 retail bank branches
- Conduct competitive analyses and market trend research to identify new opportunities for audience engagement and growth
- Assist in management of organic and paid social media (Facebook, Instagram, and LinkedIn) by crafting content strategy and copy

Digital Marketing Coordinator

June 2021 - June 2025

WKH Solutions | Richmond, VA

- Led relationships with 3 small businesses and 2 nonprofits to develop and implement digital marketing strategies aligned with their goals
- Facilitated SEO strategies for small businesses and nonprofits
- Implemented website changes to promote higher search rankings, website visits, and conversion rates
 - Executed SEO strategy contributing to a 52% year-over-year increase in website traffic for a small business
- Developed social media campaigns to boost organic reach and engagement
 - Created strategy and content for a video campaign increasing post engagement by 42.9% across all platforms for a nonprofit

Social Media Associate

May 2021 - May 2022

Christopher Newport University Office of Admission

- Oversaw all Office of Admission social media accounts
- Tracked social media metrics in order to recommend and plan future social media posts
- Created social media content utilizing graphic design and photo editing software such as Canva and Photoshop

A Few Things About Me



I love watching scary movies but please don't ask me to step foot in a haunted house



I unfortunately inherited my dad's passion for Cleveland sports teams... Go Cavs!



I'm no stranger to the outdoors, so you can find me hiking and skiing the Blue Ridge Mountains in my free time