



JACK ZIEGLER

CREATIVE BRAND MANAGER

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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

Multi-channel Marketing Strategy
Relationship Management
AI Prompting
Primary Market Research
Creative Brief Writing

Tools

Adobe Creative Cloud
Microsoft Office Suite
Google Analytics
Google Gemini

Relevant Experience

Marketing Assistant

June 2025 - Present

C&F Bank | Toano, VA

- Leverage real-time campaign data to deliver actionable insights that inform brand-building strategies for a \$2.6B financial institution
- Lead competitive market research and trend analysis to identify growth opportunities, presenting findings to senior leadership to influence strategic marketing decisions
- Manage project status and timelines between creative partners and internal compliance to meet regulatory standards
- Develop integrated marketing campaigns that ensure brand consistency and regulatory alignment across 31 retail bank locations

Digital Marketing Coordinator

June 2021 - June 2025

WKH Solutions | Richmond, VA

- Led relationships with 5+ small business and nonprofit clients, serving as primary liaison for development and implementation of digital marketing strategies
- Implemented website changes to promote higher search rankings, website visits, and conversion rates
- Utilized search intent data and keyword analytics through Semrush to execute a strategy that secured a 52% YoY increase in traffic, demonstrating the media effectiveness of organic search
- Designed and managed a cross-platform video campaign, utilizing primary research to tailor content strategy, resulting in a 42.9% increase in engagement through impactful storytelling

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