

Zachary J. Kietzmann

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Education

Illinois State University

Normal, IL

Bachelor of Science

Major: **Mass Media – Interactive Media**

August 2018 - May 2022

Major: **Marketing – Integrated Marketing Communications**

GPA: 3.5/4.0

Work Experience

Illinois State University

Normal, IL

Red Alert Marketing Intern

August 2019 – Present

- Developing and implementing a comprehensive marketing and promotions plan to maximize exposure and attendance for all sports
- Managing and overseeing various social media accounts to increase student involvement within the athletics of Illinois State University
- Using unique and effective marketing strategies to break student attendance records
- Producing multiple forms of contact to help promote Illinois State University Athletics and engage the student population
- Improving the student experience with Illinois State University Athletics events

Marketing and Communication Intern – Career Center

January 2019 – Present

- Conceptualize, film and edit engaging, informational, and constructive videos to help better market the Career Center to students
- Create digital content that is uploaded to social media to attract a larger audience on the Illinois State campus
- Collaborate with a team of creatives that work to provide digital content on multiple social media platforms

Adobe

Normal, IL

Brand Ambassador

May 2019 – Present

- Branding Adobe as an effective and useful tool for professional development to the 20,000 students of Illinois State University
- Hosting workshops to teach people about the different programs of the Adobe suite
- Connecting with other organizations that might need training in any of Adobe's software programs
- Becoming proficient in all things Adobe

Bell Racing USA

Champaign, IL

Social Media Intern

May 2018 – August 2018

- Created social media posts and videos that had the possibility of reaching over 40,000 customers through social media
- Prepared to take initiative on a project and to add any creative aspects
- Produced content created specifically for marketing and advertising Bell Racing USA's line of products
- Traveled to various raceways such as the Indianapolis Motor Speedway and the Daytona International Speedway
- Developed personal relationships with clients and had hands on experience with taking photos for social media

Organizations & Activities

Alpha Kappa Psi Professional Business Fraternity

Normal, IL

Social Chair

April 2019 – November 2019

- Increasing the brotherhood with Alpha Kappa Psi through the planning of various events
- Managing a budget of \$4,500 to use for various events within the fraternity
- Planning events which required constant communication with vendors

Pledge Mentor

August 2019 – November 2019

- Assisted in perfecting the professional skills of a prospecting member and their future as a business leader
- Met with pledging member once a week to help prepare them for and obtain an internship with the Walt Disney Company
- Provided as a resource for them to use when needed

Director of Advertisement for Alpha Apparels

September 2018 – November 2018

- Raised over \$1,200 in four weeks of operation with all proceeds going Susan G. Komen
- Collaborated with pledge brothers to created Alpha Apparels, a custom apparel business, outreaching to over 20,000 students
- Oversaw the distribution of the advertisements that would be seen by the Bloomington-Normal area
- Allocated different members of the company to different locations and areas to distribute advertisements
- Created and updated different advertisements for Alpha Apparels using the Adobe suite

Boy Scouts of America

Mahomet, IL

Eagle Scout

March 2011 – February 2017

- Restored a forest preserve by planning a project that replanted over 100 trees for the Middle Fork area in Danville, IL
- Dedicated time and talents to an organization that represented a great respect and care for the surrounding community
- Developed impeccable capabilities with both teamwork and problem solving

Accomplishments and Skills

- National Honors Society
- Proficient in photo and video editing
- Illinois State University Presidential Scholarship Semi-Finalist
- International Thespian Society
- Proficient in social media management
- Illinois State University Honors Program