



## EXPERIENCE

**AVP, SOCIAL MEDIA COMMUNITY MANAGER**  
REGIONS BANK  
Jan 2014 - present

- Manage content strategy for 11 social media channels, consistently achieving top engagement within Financial Services industry
- Develop both brand and acquisition campaigns that drive both preference and revenue
- Track and measure impact of social media campaigns and overall marketing contribution
- Implement advanced targeting tactics, effectively evolving social media into a dynamic, addressable cross-sell and messaging platform

**EMARKETING SPECIALIST**  
AMERICA'S FIRST FEDERAL CREDIT UNION  
Mar 2012 - Dec 2013

- Recruited to establish digital marketing program
- Partnered with legal team to create employee social media guidelines and review social content
- Streamlined communications across digital footprint, deployed listening and reporting tools
- Boosted average Facebook organic engagement rate from <1% to 6%, increased followers by 600%
- \* Delivered monthly reports to CEO, VP of Marketing and stakeholders

**DIGITAL MARKETING SPECIALIST**  
ZEEKEE INTERACTIVE  
Sept 2011 - Mar 2012

- Built integrated social media, blog, SEO, paid media campaigns for 15 clients
- Managed Facebook and Twitter and properties for 12 clients
- Increased organic search traffic by more than 150% for most clients
- Used Google Analytics and social data to drive content strategies for clients

**PHOTOGRAPHER**  
ZACK SYLVAN PHOTOGRAPHY  
2009-2011

- Provided photography services for clients
- Developed pricing, marketing, and new business strategies

LET'S CHAT  
732.735.0688  
@zacksyl  
zasyivan@gmail.com  
**zacksylvan.com**

## SPECIALIZATION

Digital Brand Management  
Social Media Program Strategy  
Digital Content Strategy

Sprinklr / Social Studio  
Adobe Illustrator / Photoshop  
Simply Measured

Google Analytics / Adwords

## EDUCATION

The University of Alabama | 2010

**BS:** Consumer Marketing  
**Minor:** Computer Science  
**GPA:** 3.5

## ASSOCIATIONS & AWARDS

AAF Birmingham | 2013  
Vice President of Programs

AAF Birmingham | 2013  
The Re-Tweet Award, The Ten Awards  
Recipient

AMA Birmingham | 2011  
Social Media Chair

Getty Images | 2011  
Contributing Photographer (Stock)

The University of Alabama | 2010  
Marketing Academic Excellence Award  
Deans List (2006-2010)