



# JOSIAH ZIMMER

## Digital Marketer

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## Education

### BBA in Digital Marketing and Ecommerce

Western Michigan University  
January 2020 - Present

Expected Graduation: Winter 2024

Remaining Credits: 7

WMU Medallion Scholarship Competitor

## Comfortable Skills

- HTML, CSS, PHP
- Adobe Suite
- Microsoft Office
- Google Workspace
- Google Analytics 4
- Google Ads, Twitter Ads, Meta Ads
- GitHub and GitLab
- Figma
- Notion

## Professional Experience

### Public Relations Manager

Turtle WoW | August 2022 - Present

- Manage branding, public relations, internal communications, and community engagement of a WoW emulation project totaling over 500,000 registered users.
- Management and creation of social media marketing campaigns with organic reach above 100,000. Paid reach above 500,000.
- Tools Used: Google Analytics, Matomo, Twitter Ads, Google Ads, Figma, Meta Ads, MatterMost, Screaming Frog Spider, Google Suite, and GitHub.

### Student Digital Marketing Consultant

Western Michigan University | January 2024 - April 2024

- Design of a multimedia web-first promotional campaign for client (UDIM).
- Design of a 1 year social media strategy for client (ChristmasFarms.com).
- Design of webpage mockups for client (ChristmasFarms.com).
- SEO for client's existing web presence (ChristmasFarms.com).

### Digital Marketing Consultant

Freelance | November 2020 - August 2022

- Design and execute cross-platform marketing campaigns.
- Design, develop, and deploy informational websites for small businesses, portfolio websites for influencers, and ecommerce storefronts for online and hybrid businesses.
- Organize and modernize web presences and systems for established businesses.

### Manager & Marketer

Lickity Split Ice Cream Shop | April 2018 - August 2020

- Creation of social media accounts and continuous activity throughout the shop's open season.
- Development and design of a store website.

## Extracurricular Experience

### Club President

Club Esports at WMU | May 2023 - Present

- President of one of the largest RSO's at Western Michigan University.
- Management and promotion of a merchandise line with over \$10,000 in gross sales.
- More than \$7,500 raised for Extra Life charity.