

# Zac Heisey

## Web Consultant

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GitHub: <https://github.com/zac-heisey>

### Introduction

I'm a Baltimore-based web consultant with a passion for helping nonprofits and socially responsible organizations grow online.

I specialize in solving problems and developing strategies across a variety of digital channels in ways that allow organizations to more effectively promote their cause and drive real change.

### Relevant Experience

**Founder, Lead Consultant** - Sage Web Co. - Baltimore, MD  
**Jan. 2016 - Present**

- Full-scale web consulting services for nonprofits, including:
  - Digital strategy planning and execution
  - Website design, development, and maintenance
  - Online marketing (SEO, PPC, social media, email, etc.)

**Optimization Strategist** - Showroom Logic - Remote  
**May 2016 - Feb. 2017**

- Management and optimization of ~200 paid search marketing accounts, including budget allocation, ad testing, keyword research, reporting, and analysis

**Co-Founder** - Tribe Interactive, LLC - Bay Area, CA  
**May 2014 - Dec. 2015**

- Oversaw all areas of digital marketing
- Contributed to design and development projects as it pertained to scoping, time & budget management, internal resource management, client communication, testing & QA, and project launch

### Education

**Nebraska Wesleyan University** - Lincoln, NE  
**2003-2007**

- Bachelor of Arts, Communication
- Minor, Public Relations

### Skills

**Digital Strategy** ● ● ● ● ●

**SEO/PPC** ● ● ● ● ●

**HTML/CSS** ● ● ● ● ●

**JS/jQuery** ● ● ● ● ●

**UI/UX** ● ● ● ● ●

### Tools + Tech

**WordPress** ● ● ● ● ●

**Bootstrap** ● ● ● ● ●

**Sketch App** ● ● ● ● ●

**Git/GitHub** ● ● ● ● ●

### Projects

**Silver Strand Physical Therapy**  
[www.silverstrandpt.com](http://www.silverstrandpt.com)

**NihonGoFlip**  
[www.zac-heisey.com/nihongoflip](http://www.zac-heisey.com/nihongoflip)

**RISE Physical Therapy**  
[www.risephysicaltherapy.com](http://www.risephysicaltherapy.com)

**Friday's Child**  
[fridayschildearlylearningcenter.com](http://fridayschildearlylearningcenter.com)

### Web Development Training

**Betamore Academy** - Baltimore, MD  
**Spring 2016**

- Front-End Web Development Certificate (10-week course)