

# Zachary W. Johnson

488 Wood Nymph Lane Glenwood Springs, CO. 81601 | (970) 309-6025 | zacharyjohnson377@gmail.com

## Summary:

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Young professional with exceptional team leadership and communication qualities used to develop loyal and productive business relationships. Experience in marketing and SEO, with a passion to help companies streamline brand presence, rank higher on Google, and increase relevant conversions.

## Education:

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**Montana State University, Jake Jabs School of Business**

**Graduation: Fall 2022**

Bachelor of Science in Business Administration with an emphasis in finance

**Cumulative GPA 3.71**

- Relevant coursework: Math Analysis in Business, Marketing, Accounting, Information Management and Data Analytics, Public Speaking, Communication Strategy, Operations Management, Excel courses.

## Professional Experience:

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**All Kids Dental Pediatrics and Orthodontics** – Glenwood Springs, CO / Remote

**April 2023 - Current**

*Marketing and Brand Development Manager*

- Generated over 7.5 million organic social media impressions, managed a team of content creators.
- Led a website overhaul geared at making it mobile friendly, maximizing organic SEO, and converting more leads. All 4 locations are now ranking in the top 2 positions on Google for relevant keywords. New Patients for orthodontics are up 34% for the year.
- Initiated and led a large software switch for the orthodontic team, then managed the implementation.

**H2A Partners** – Bozeman, MT

**Jan 2022 – December 2022**

*Intern*

- Sourced tens of thousands of C-level executives from worldwide top companies with the goal of building virtual and in person communities based around specific business topics.
- Listened in to meetings with C-level officers from Fortune 500 companies and built lists of startup companies to grow large online events while having the ability to work remote and with a team.

**Rebus Capital** – Lubbock, TX

**May 2021 – July 2021**

*Intern*

- Worked with a commercial real estate company that bought and sold large apartment complexes.
- Learned how to visualize trends based on large data sets using excel.
- Learned how to price assets, minimize risk, fund projects, market, and present ideas to professionals.

**Cutco Sales** - Glenwood Springs, CO

**July 2020 - August 2020**

*Sales*

- Learned how to cold call potential customers, how to market myself and sell high end cutlery.

**Progressive Properties** – Lubbock, TX

**May 2020- July 2020**

*Intern*

- Learned how to communicate with potential real estate clients via phone calls, how to flip houses, how to assess properties for investment purposes, and how to use CAD and LLC websites to find possible investment opportunities.

## Skills, Interests and Community Service:

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- Currently the founder of a side hustle app that is in an early startup stage, it can be found on the app store.
- Started a personal clothing line operated by using social media influencers to promote different products.
- Proficient in Adobe Lightroom and Photoshop, Microsoft applications, and Final Cut Pro.
- Trade stocks and crypto currencies on my own time with my own money.
- Created a photography business taking senior and other pictures, created a YouTube channel for paid projects.
- Volunteered 6+ hours a day with The Rock, which was a Christian Highschool organization for a semester.