

# Zach Jones

Accomplished Web Content Editor and Operations Manager with a proven track record in the firearms and web development industries. Expertise spans SEO, WordPress development, content management, and strategic marketing, driving significant business growth through technical content optimization and digital project leadership.

## RELEVANT EXPERIENCE

### **BlackHawk MFG Group**, Fort Worth, TX — *Content Writer/ Editor*

January 2023 - August 2023

- Developed and managed comprehensive blog and newsletter strategies that increased reader engagement and retention.
- Produced over 20 technical blogs, utilizing SEO best practices to maximize online visibility and user engagement.
- Optimized web content for SEO using Google Analytics and keyword research tools to enhance visibility and organic search rankings.
- Collaborated with the marketing team to produce and refine digital content, aligning with seasonal marketing campaigns to boost web traffic and sales.

### **SixRock Munitions**, Weatherford, TX — *Co-Founder & Operations Manager*

January 2021 - August 2024

- Spearheaded the launch and ongoing development of the company's e-commerce site using WordPress
- Orchestrated business operations and strategic marketing, achieving a 300% increase in sales over two years.
- Leveraged SEMrush for SEO strategy enhancement, achieving a top ranking for competitive keywords in the firearms industry

### **Stratalink**, Fort Worth, TX — *Web Developer*

January 2020 - April 2022

- Led client acquisition and initial consultation to understand how we will create a stunning new site and seamless hosting transition for new clients.
- Developed responsive websites using WordPress, Elementor, and WooCommerce, based on client preferences.
- Implemented comprehensive SEO strategies using Google Search Console and other SEO tools to enhance site visibility and client acquisition rates.
- Collaborated closely with clients to develop and execute custom digital marketing strategies, ensuring alignment with their unique brand needs and market positioning.

1029 Canyon Dr  
Justin, TX 76247  
(940)-600-0814  
[zachjones3299@gmail.com](mailto:zachjones3299@gmail.com)

## SKILLSETS

Wordpress/ Elementor

Photoshop/ Illustrator

Best SEO Practices

HazMat DOT Regulation

Copywriting

Editing

Team Management

## Certification

FedEx Ground - Hazmat DOT

Shipping [49 CFR

172.704(c)(2)]

Type 7 FFL

Class 2 SOT

## References

Please contact me for references

## Education

Northwest High School, Justin

TX - Highschool Diploma

2014-2018