

ZACH JONES

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zljones.com

PROFESSIONAL SUMMARY

Digital Marketing Strategist with 5+ years of experience in SEO optimization, website content management, digital campaign execution, and custom web development. Proven ability to drive measurable business results through strategic content creation, search engine optimization, and cross-functional collaboration. Skilled in managing multiple concurrent initiatives across digital properties while balancing execution with creative problem-solving. Experienced in building digital experiences from the ground up, including full-scale website builds, interactive tools, and video-driven marketing campaigns.

PROFESSIONAL EXPERIENCE

Digital Marketing Strategist | Southwest Solutions Group, Fort Worth, TX

January 2025 – Present

- Rebuilt product page templates site-wide using custom HTML, CSS, and JavaScript, replacing legacy layouts with optimized, conversion-focused pages across all digital properties
- Developed and executed SEO and AEO content strategies, rewriting existing web copy to improve organic search rankings and AI search result visibility
- Designed and built a custom interactive location map that strengthened local search presence and expanded prospective client inquiries into previously untapped regions including Arizona, New Mexico, and Colorado
- Created state-specific landing pages featuring localized project case studies, further reinforcing geographic SEO authority and driving regional lead generation
- Sole developer for new business division website buildout, collaborating with subject matter experts and department leadership to create compelling copy, keyword-optimized pages, and a cohesive digital presence from the ground up
- Produced on-location video case studies and client testimonials, combining video production with written case study development to demonstrate measurable client impact
- Led LinkedIn video marketing campaign in partnership with company leadership, scripting and producing content that increased brand engagement and drove qualified traffic to the website
- Coordinated with sales, product, and leadership teams to align digital initiatives with business priorities and ensure timely delivery across multiple concurrent projects

Content Writer | BlackHawk Manufacturing Group, Fort Worth, TX

January 2023 – March 2024

- Developed and managed blog and newsletter strategies that increased reader engagement and retention across digital channels
- Produced 20+ SEO-optimized technical articles, leveraging Google Analytics and keyword research tools to maximize organic visibility
- Collaborated with the marketing team to align digital content with seasonal campaigns, contributing to increased web traffic and sales

Co-Founder & Operations Manager | SixRock Munitions, Weatherford, TX

January 2021 – December 2024

- Spearheaded launch and development of a direct-to-consumer e-commerce platform, managing all aspects of digital presence and online sales strategy
- Orchestrated business operations and strategic digital marketing initiatives, achieving a 300% increase in sales over two years
- Implemented SEO strategies using SEMrush, achieving top rankings for competitive industry keywords and driving sustained organic growth

Co-Founder & Lead Web Developer | StrataLink, Fort Worth, TX

January 2020 – April 2022

- Co-founded a web development and digital marketing agency, leading client acquisition, consultation, and project delivery
- Developed responsive websites using WordPress, Elementor, and WooCommerce, tailored to client brand requirements and business objectives
- Implemented comprehensive SEO strategies using Google Search Console and analytics tools to improve site visibility and client acquisition rates
- Developed and executed custom digital marketing strategies for clients, including email optimization and content marketing campaigns

C O R E C O M P E T E N C I E S

Digital Strategy: SEO/SEM | AEO | Content Strategy | Paid Search & Paid Media Coordination | Digital Campaign Execution | Lead Generation & Conversion Optimization

Technical: HTML | CSS | JavaScript | WordPress / Elementor / WooCommerce | Website Content Management | Google Analytics | Google Search Console | SEMrush | HubSpot CRM

Creative & Communication: Copywriting | Video Production | Case Study Development | Presentation Skills | Cross-Functional Collaboration | Project Management

Tools: Adobe Photoshop | Adobe Illustrator | AI-Assisted Development Tools | CMS Platforms

E D U C A T I O N

North Central Texas College | General Studies

Northwest High School | Diploma, 2018