

Zachary James Stephan

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Certifications

- Google AdWords Fundamentals
- Google Search Advertising
- Google Analytics IQ
- Google Display Advertising
- Google Mobile Advertising
- DoubleClick DFA
- DoubleClick Search
- Bing Ads

Highlights

- Highly Proficient in SEO/Paid Search
- Budget Accountability
- Time Management Skills
- AdWords/DoubleClick/Bing Experienced
- Understanding of Google Analytics/WMT
- Client Conferences / Call Experience

Work Experience

June 2015 – Present (contracted work from July 2017 – December 2017)

SEM/SEO Team Manager – Cendyn, Boca Raton, Florida

I started at Cendyn in an entry-level role as a coordinator and quickly found myself in charge of the SEM/SEO Team. My portfolio consists of both Paid Search and SEO clients, with budgets ranging from \$1,000 to \$1,000,000/month. Responsibilities include: optimizing Paid Search campaigns, properly pacing budgets, making/implementing SEO recommendations, pulling & analyzing data, reporting back to clients, and most importantly fostering positive growth for my team of 8.

March 2017 – Present

Owner/Operator – Stephan Assurance LLC, Royal Palm Beach, Florida

Launched my own LLC in 2017 to give myself the freedom to explore operating my own company. It has taught me the importance and value to not only my word, but also my follow through on my word. I've worked with a multitude of agencies and small companies in order to help build their websites, update their websites, map out their Paid Search campaigns, and their SEO strategies.

July 2017 – December 2017

SEM Analyst – TBC Corporation, Palm Beach Gardens, Florida

Pioneered the newly adopted SEM program launched by Big O Tires (TBC Corporation). The updated program featured new budgets for all markets and all accounts/campaigns needed to be rebuilt & restructured. Position was not fulfilling enough for me and I decided to return to Cendyn as their SEM/SEO Manager (did contracting work for Cendyn for the duration I left).

January 2014 – April 2015

SEO Consultant - SEO Gazelle, Boca Raton, Florida

At SEO Gazelle, I began my journey in to SEO; learning how the search engines work, how to properly optimize websites, basic html knowledge, as well as a solid understanding of both On-Site & Off-Site SEO.

Prior work experience to January 2014 available upon request

Education

Florida Atlantic University – Boca Raton, Florida

Bachelor of Business Administration: Business Economics

References

Available on request.