

ZACHARY NONNEMACHER

• CONTENT OPTIMIZATION MANAGER / DIGITAL CONTENT CREATOR •

ABOUT ME

Content strategist with 7+ years of experience optimizing SEO, paid media, email, and web content to increase traffic, conversions, and engagement. Experience with CRO, A/B testing, and multi-format content deployment. Excels at cross-functional collaboration and delivering measurable performance outcomes.

EXPERIENCE

Oct 2022 – Nov 2025

ZeroBounce

Content Optimization Manager

- Partnered with CRO Officer to A/B test pages, boosting organic and paid conversions
- Created and deployed email campaigns, raising open rates up to 40%
- Led cross-department projects across marketing, sales, development, and design
- Developed content for SEO, paid search, email, webinars, eBooks, Google Ads, and video
- Began to improve ad quality scores and CTR by 10% on average
- Designed and executed partner/affiliate webinar programs, leading calls and concept development
- Scripted YouTube and video ads/content optimized for engagement and conversions
- Managed Jira boards and workflows for content, design, and development tasks
- Provided C-suite with actionable weekly performance updates and optimization insights
- Coordinated business/event partners and freelancers to ensure seamless campaign delivery

Nov 2018 – Oct 2022

DashClicks

Project & Content Manager

- Managed custom website and funnel development projects from concept to launch
- Collaborated with SEO, content, paid ads, social, and web design teams to deliver cohesive digital solutions
- Produced up to 8 complete websites per week with SEO-optimized copy
- Facilitated client-to-team communications to ensure on-time delivery and project alignment
- Developed and implemented workflow improvements, boosting production efficiency and throughput
- Served as content lead for website builds, marketing assets, and digital launches
- Implemented SEO-focused content strategies across multiple client websites, boosting search visibility
- Coordinated multi-channel marketing campaigns tied to website and funnel launches
- Standardized project documentation and reporting, improving transparency and client communication

SKILLS

- SEO & Content Strategy
- CRO & A/B Testing
- Email Campaigns (40% Open Rate)
- Google Ads & Keyword Optimization
- Cross-Team Collaboration
- Content Development (Web, PPC, Email)
- Video & Webinar Scriptwriting
- Data Analysis & Reporting
- Partner & Affiliate Content

EDUCATION

2015 • St. Joseph's College
Bachelor of Arts in Religious Studies
Minor in English Studies

WORK SAMPLES

https://drive.google.com/drive/folders/1BmG_ypiwxFXGnEEHcRi51tsGXQlGsT81?usp=sharing

PROFICIENT IN

- Jira
- Google Analytics
- SEMRush
- Google Search Console
- HubSpot
- WordPress
- Google Ads
- Mailchimp
- Green Arrow
- Google Suite
- Microsoft Office
- Slack
- Canva