



# JARED DEAN ZAMZOW

DIGITAL TRANSFORMATION SPECIALIST

## MY BACKGROUND

I am an accomplished, creative professional with a proven track record in multiple arenas: fitness, team-building, volunteerism, entrepreneurship, and a burning desire for learning and improvement.

## PROFESSIONAL SKILLS

**Marketing:** Proposal Coordination, Copywriting, Editing, Digital Marketing, Web Design, Print Design, Event Management  
**Software:** Product Management, User Experience Design, Technical Writing  
**Other:** Recruitment, Process Development and Documentation, Managerial Accounting

## CONTACT ME

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## MAIN ACTIVITIES

When I'm not in the office, I volunteer with the C-Tribe Festival as the Head of Operations, the Edmonton Folk Music Festival, and work with local non-profit GOOD Hoops as Head Coach of the U13 Girls basketball team.

## WORK BACKGROUND

### Marketing & IT Manager

*MAXX North America Services Ltd. | 2012-present*

- Updated job costing system, developed process to deliver divisional records, account audits
- Contributed to HR department, including recruitment, hiring, dismissal and P&P drafting
- Assisted with proposal coordination efforts, including estimating, writing, review and submission
- Initiated and led development of MAXX's digital marketing program
- Oversee all online and offline client presentations, expo display and print materials
- Product manager for two pieces of proprietary software: Pathways and Pig Tracking Portal

### Founder

*Rhynopack Inc. | 2012-2016*

- Developed product & business model from idea to reality, incorporated, traveled to China
- Generated \$100,000 in revenue, ceased operations while business was cash flow positive
- Utilized community event partnerships + online marketing to build brand awareness
- Accomplished while maintaining full-time student status + graduating from U of A

### Sales Agent

*AIL Insurance | 2010-2011*

- Cold called, booked & fulfilled appointments with new clients
- Serviced pre-existing client base by up-selling policies with new products

### Field Clerk

*Spirit Pipelines Ltd. | 2007-2010*

- Administered 20+ employees on Bone Creek Hydro Project (HR, Safety, QC, payroll etc.)
- Interfaced with external suppliers (materials/rental etc.)

## EDUCATION BACKGROUND

### University of Alberta

*Bachelor of Commerce, Accounting, 2011-2014*

### NAIT

*Finance Diploma, 2007-2009*

### Global TESOL College

*Advanced TESOL Certificate, 2015*

## OTHER INTERESTS

- Storytelling and communications
- Statistics and analytics
- Design (online and offline)
- Event production and management
- Health and wellness
- Continued learning - *behavioral economics*
- Basketball - Playing & Coaching

