



ZACK EATON

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ZackEaton.com
(314)-853-1547

EDUCATION

Information Systems @ University of Missouri Saint Louis, Saint Louis, MO

SKILLS

HTML5, CSS3, Java, SEO, CRM, Hubspot, Salesforce, Retently, Webhooks, Microsoft Office, Photoshop, InDesign, Dreamweaver, Premiere, Wordpress, FTP Clients, E-Commerce, and Quickbooks.

ACCOMPLISHMENTS

CompTIA AITP Member
University of Missouri St. Louis
(2018)

Information Systems Programming Club Member
University of Missouri St. Louis
(2017-2018)

National Society of Leadership and Success (Sigma Alpha Pi)
University of Missouri Saint Louis
(2018)

First Place
Online News Package, JEA/NSPA
(2014)

WORKSHOPS

DevUp, UMSL|Hack, Media Now STL, FHN Journalism Camp, JEA/NSPA National Journalism Convention, MIPA, and Webster University SSP

EXPERIENCE

Information Systems Intern, EyePromise, Chesterfield, MO

September 2018-Present

Helping to sort, store, and analyze company data. Managing a variety of analytics, including website and e-commerce traffic. Setup and manage NPS surveys sent to various audiences who interact with the company in a number of ways. Automating taskings through webhooks and applets, including utilizing a machine learning application to better categorize customer responses to NPS surveys to make better use of analytics. Utilizing the services of programs like HubSpot, Zapier, Retently, Viral Loops, DropBox, MonkeyLearn, and Salesforce.

Freelance Web Designer, Saint Louis, MO

March 2013-July 2018

Designed and hosted powerful websites for clients. Each website must be mobile friendly, responsive, and have strong SEO. Used platforms like Wordpress, GoDaddy and FTPs to utilize my skills. Worked with clients ranging from small businesses, and entrepreneurs, to high school publications, and even personal use sites for portfolios. Sites that I have worked on are ZackEaton.com, Streetwearplug.com, FHNtoday.com, and MaddieHiatt.com.

Event Management Apprentice, Treehouse Networkshop, Saint Louis, MO

September 2017-December 2017

Worked closely with owners for business planning of networking and promotional events. Worked with the marketing team as well as contributed to social media coverage before, during and after events. Worked these fast-paced functions and worked to make sure everything ran smoothly.

Content Management Intern, Back Pain Center, Saint Louis, MO

Summer 2017

Shot, edited and produced videos for the company's online webinar. Videos also used as training guide for webinar participants. Shot and edited photos for company website as a part of refreshing their online image and social media presence.

Photo Assistant, SA3 Studios, Lake Saint Louis, MO

December 2011- December 2016

Assisted lead photographer in both photo and video productions for weddings, engagements, and modeling sessions. Skills include producing professional quality photos and video clips, reading light meters, syncing off camera flashes, and managing equipment.