

# Zack Eaton

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## Experience

### **EyePromise, Chesterfield, MO — Esports Product Manager**

May 2019 - April 2020

Building a brand for a new product, in a new space. Roles and responsibilities include: website design, creating social media strategies, overseeing successful partnerships with brands and influencers in esports, managing successful paid campaigns, email marketing, and creating analytic reports for website traffic and social media performance.

### **Freelance, St. Louis, MO — Web Designer**

March 2013 - July 2018

Designed and hosted powerful websites for clients. Each website must be responsive, user-friendly, and have strong SEO. Utilized platforms like Firebase, Wordpress, GoDaddy, and FTPs. Worked with clients ranging from small businesses, and entrepreneurs, to high school publications and work portfolio websites.

## Education

### **University of Missouri, St. Louis — B.S. Information Systems & Technology** January 2017 - May 2019

### **St. Charles Community College, St. Charles — Associates in Arts** August 2014 - December 2016

## Projects

### **ScreenShield.gg — Single Page Website**

A website designed for people who love to play video games, both competitively and recreationally. This website uses PHP, Advanced Custom Fields, and Wordpress. To showcase a sleek, animated, and responsive website that links to an eCommerce page.

### **OVPphotography.info — Full-stack Web Application**

CRM web application built using Vue.js and Firebase. The client needed a custom web app to keep track of customers, projects, invoices, and tasks.

## Skills

Digital Marketing, Social Media, Analytics Reporting, Social Media Advertising, WooCommerce, Hubspot, Google Analytics, Databases, Asana, Javascript, PHP, Vue.js, Java, CSS, Photoshop, InDesign, Premiere Pro, Wordpress, E-Commerce, Microsoft Office.

## Internships

### **Information Systems Intern — EyePromise**

August 2018 - May 2019

### **Content Management Intern — Back Pain Center**

Summer 2018

### **Event Management Intern — Treehouse Network**

January 2017 - December 2017

### **Photography Assistant — SA3 Studios**

January 2012 - December 2016

## Extracurriculars

CompTIA AITP (2018-2019)

UMSL|Hack (2018-2019)

IS Programming Club (2019)

Dean's List (2019)