

Zara Steadman

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Education

St. Edward's University

M.B.A. Digital Media Management
May, 2011

The University of Texas at Austin

B.S. Advertising (University Honors)
Business Foundations Certification
Dean's List Honoree all attended semesters
December, 2005

Experience

Global Arts Empowerment, Austin, TX

Executive Vice President, Cause Marketing – 11/2009 – Present

- Develop and implement business plan for start-up international nonprofit to aid children in the Philippines.
- Network with artists, government officials, and advisory board members and coordinate online marketing efforts.

XL Web Services, Houston, TX

Web Design Manager and Marketing Consultant – 5/2007 – Present

- Develop and implement business plan for start-up web services and consultancy firm.
- Design and develop web sites, copy, wireframes, and marketing materials for local and national-based businesses.
- Manage online marketing tasks including SEM.
- Web design and internet marketing consulting for national-based clients including Consumers Reports.

Leverage Marketing LLC, Austin TX

Search Engine Optimization Department Manager – 4/2008 – 10/2008

- Managed SEO department, accounts, and client relations for local and multi-national businesses including NetSpend and TicketCity.
- Promoted web sites on Google and Yahoo natural search engine results through search engine optimization tasks.
- Oversaw, allocated, and secured outsourced resources.
- Developed and maintained client communications including reporting, customer service relations, and prospective client consultations both on phone and email.
- Marketing project planning based on client's individual business goals and limitations.
- Designed and developed email marketing, service proposals, and copywriting.
- Assisted the company in achieving its highest quarterly revenue ever recorded.

CampusTech.com, Austin, TX

Web Marketing and eCommerce Specialist – 4/2007 – Company close

- Researched and implemented web 2.0 integration for start-up eCommerce store including company blog, RSS feed, flash video, and social community marketing on Facebook, MySpace, LiveJournal, and more.
- Conducted consumer research including focus groups and compiled relevant external research data.
- Enhanced usability and consumer relevancy to site with copywriting, navigation, and content.
- Monitored business conversion rates and internet search rankings using web analytics programs including Google Analytics.
- Worked with eCommerce team to add new features and functionality to web site, A/B test new features, and effectively increase customer conversion and satisfaction.

USVetSpace.com, Houston, TX

Co-founder, Web Developer, Marketing Analyst – 11/2006 – Company close

- Defined and implemented community-building concept for start-up social networking website for US Veterans.
- Strategized and generated search engine optimization, press releases, word-of-mouth advertising, news coverage, and internet buzz.

Richlund Ventures, Inc., Austin, TX

Marketing Analyst and Assistant to the Creative Director – 4/2006 – 11/2006

- Web site design and HTML development for start-up eCommerce sites including InnovativeWashing.com, EdgeStar.com, PortableAirShop.com, and CompactAppliance.com.
- Monitored company web presence on search engines on sites including Google, Yahoo, NextTag, and Ask Jeeves.
- Promoted products through online media channels including eBay, Amazon, Yahoo stores, ChannelAdvisor stores, and Shop.com.
- Developed, and measured sales promotions on CompactAppliance.com, PortableAirShop.com, and EdgeStar.com.
- Designed company logos and website to complement updated branding schemes.
- Digital photography for marketing purposes.
- Assisted the company in achieving its highest quarterly revenue ever recorded.

Graduate Work & Other Skills

- Digital Media Analysis: written research papers and analyses on digital music, film/video, mobile, management, and social networking industry topics.
- Graduate Classes: Digital Media Management, Marketing, Accounting, Statistics, Accounting, Information Systems, Managing the Organization
- Computer competency: HTML, CSS, Adobe Creative Suite, Miva, Drupal, WordPress, Build-A-Community CGI Software, SEM, Google Analytics
- Languages: French and Arabic