






Zak Ricklefs

BRAND MANAGEMENT
STUDENT

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PROFILE

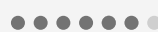
A masters student highly motivated to start a career in Brand Management and Marketing through an internship. Through my work and educational experiences, I have gained many skills, including SEO writing, Content Management, Targeted Ad Placement, Creative Campaign Ideation, & Video Production.

SKILLS

Problem Solving



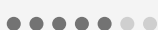
Creativity



Adobe Suite



Management



WORK EXPERIENCE

CONTENT SPECIALIST

Aosom LLC

Dec 2019 - May 2021

- Created, edited, proofed, and verified content for over ~7000 eCommerce items. Managed the content pools for three distributors, including Home Depot & Amazon.
- Created content dashboard and reports to track inbound SKUs and prioritize work tasks.
- Helped increase of US revenue by 75%. YoY.

MARKETING SPECIALIST

Park City Bike Demos

April 2019 - Sep 2019

- The sole marketing contractor at a popular local and tourist bike shop.
- Conducted brand impact survey among Park City locals, and increased brand awareness by 7%.
- Increased sales revenue by 85% YoY.

GEARHEAD, CUSTOMER ACCOUNT MANAGER

Backcountry.com

Jul 2015 - April 2019

- Managed 3,600 of Backcountry's premier customers, and recorded almost \$1,000,000 in outdoor gear sales.
- Ski Ambassador, pitching and testing Backcountry's own merchandise.
- Created, pitched, and implemented the first video marketing studio, which was adopted into a full program.

EDUCATION HISTORY

Masters in International

Business & Brand Management

May 2021 - Current

Munich Business School

- Gained extensive knowledge in Brand Management, Digital Marketing, and Responsible Leadership topics.
- Near the top of the class, with an average mark of 1.6

BA in Journalism

Aug 2014 -May 2016

University of Utah

- Achieved a bachelor's degree in Journalism, learning topics in News Writing, Visual Design, and Video Production
- Gained significant experience in the Adobe Suite of apps, especially Photoshop, Premiere, and After Effects