# ZACH ROSILIER

zach@rosilier.com | zach.rosilier.com | 830-320-0230

## Skills Summary

Experienced in Adobe Creative Suite, Google Workspace, Google Analytics, ClickUp, Klaviyo, Attentive, Microsoft Office, Ableton, Bambu Studio, WooCommere, Big Commerce, and WordPress

## Education

### *University of Colorado at Boulder*

*BA Media Production / December 2019*

Business minor and additional course work in music production

## Experience

### *abbyrose (www.shopabbyrose.com)*

*Marketing & Strategy / June 2019 - present*

**Digital Marketing**

- Produced website & advertising content including original music, photography, digital art, and video.
- Incorporated generative AI into marketing processes to increase efficiency.
- Created and managed customer relationship automations and campaigns for both email and SMS.
- Worked on SEO enhancements for site.
- Helped to launch loyalty, ambassador and subscription programs.
- Managed social media ad campaigns on multiple platforms including SnapChat and TikTok.
- Designed signage and marketing materials for expos and pop-up shops.
- Developed retail product packaging.

**Business Development**

- Pitched business ideas to investors.
- Managed company booth at expos and pop-up shops.
- Pitched at multiple business competitions and start up events.

- Participated in year-long business accelerator program including working with industry mentors through Texas Tech University (TTU) Innovation Hub (2023).
- Completed NSF Regional I-Corps program (2023).

**Community Outreach**

- Supervised student interns on new product development projects.
- Participated on presentation panels for multiple business start-up events.
- Taught pitch scrub workshops at business start-up events.
- Served on the leadership team for TTU Innovation Hub Red Raider Start Up event (2023, 2024).
- Provided student mentorship and served on the judges panel for TTU Innovation Hub Legacy U (2023) program.

### *Freelance sound & graphic design*

*October 2017 – May 2019*

Designed billboards for local retailers. Created album covers & promotional materials for area musicians. Music production and sound design for filmmakers.

### *Mile High Pipe & Tobacco*

*Store Manager / October 2015 – October 2017*

Responsible for employee scheduling and all staffing decisions for the store. Supervised inventory processes and prepared product orders. Trained, mentored, and evaluated sales staff and assistant manager. Interacted with vendors and product representatives. Communicated issues and concerns with store owners. Calculated and verified biweekly store payroll and commissions. Store sales totals during my tenure were up 40% YTD.

## Recognition

Inventor of three registered patents (US 11564508B2, US 12075929 & US D991718S1)

Third place at TTU Innovation Hub iLaunch Competition (2022)

Cohort member in TTU Innovation Hub Accelerator Program (2023)