

Zach Cousino

zachcousino49@gmail.com

EDUCATION

University of Cincinnati, Cincinnati, OH

Carl H. Lindner College of Business

Bachelor of Business Administration, Marketing

- GPA: 3.733/4.0, Cum Laude, Dean's List Recipient

PROFESSIONAL SUMMARY

Self-taught graphic designer with over 4 years of experience creating branded assets, websites, and ad creatives for multiple clients. Currently expanding skills in UI/UX while leveraging digital marketing expertise to manage campaigns, optimize performance, and deliver client-focused solutions. Very fast learner with a proven ability to master new tools and bring creative concepts to life.

WORK EXPERIENCE

Medpace, Cincinnati, OH

Digital Marketing Specialist - III

Apr 2025 - Present

- Continue to build and manage Google and Meta ad campaigns for multiple clients, including writing copy, creating graphics, optimizing performance, and reporting metrics
- Develop website content and build branded websites, ensuring consistent design and messaging across digital channels
- Collaborate with a development team on web and mobile app design- providing input and primary creative direction on UI/UX and creating Figma mock-ups to guide implementation
- Strategize with senior and executive leadership to expand digital recruitment capabilities, optimize team processes, and align offerings with evolving client needs
- Continuously research web design trends and changes to keep internal website template updated and prioritizing UX

Digital Marketing Specialist - II

Jan 2024 - Mar 2025

- Expanded creative and digital capabilities across campaigns and client websites
- Developed new internal processes to streamline campaign management and workflows
- Led client presentations to acquire new business

Digital Marketing Specialist - I

Jan 2023 - Jan 2024

- Continued my project support a greater number of clients simultaneously
- Onboarded and trained new team members, improving training documentation and team efficiency

Digital Marketing Specialist - Entry

Mar 2022 - Jan 2023

- Built ad campaigns and websites, including graphics and copy, for client projects
- Supported advocacy partnerships and internal team initiatives

AcademicInfluence.com, Remote

Dec 2020 - Nov 2021

Marketing Associate

- Designed digital assets including logos, badges, banners, ads, and YouTube thumbnails for company platforms
- Supported email marketing campaigns by managing leads and contact data in ActiveCampaign CRM
- Gained hands-on experience with HTML for website publishing and updates
- Collaborated cross-functionally on marketing strategies to enhance brand visibility

SKILLS

Adobe Illustrator, Adobe Photoshop (Adobe Creative Suite), Google Search Ads, Google Display Ads, Meta Ads, Webflow, Squarespace, Google Analytics, Google Tag Manager, Google Search Console, basic HTML/CSS knowledge, Microsoft Office (Excel, Word, PowerPoint)