ZACHARY BERG

MARKETING COMMUNICATIONS LEADER | BRAND • DIGITAL • CREATIVE STRATEGY

PROFILE

Marketing and creative leader with 8+ years of experience spanning brand strategy, marketing communications, digital engagement, content, campaigns, multimedia, and marketing operations. Builds the strategy and the systems behind growing brands - from positioning and creative direction to websites, lead generation, automation, analytics, and cross-channel execution. Comfortable moving between executive-level planning and hands-on creative work.

CORE CAPABILITIES

- Brand Strategy & Positioning
- Integrated Marketing
- Digital & Web
- Content & Creative Direction
- Marketing Operations & Automation
- Analytics & Lead Generation
- Executive Communications
- Team & Project Leadership

EXPERIENCE

Building Blocks Learning Center | Wilkes-Barre, PA **2024 - Present**

Marketing Communications Manager & Department Head

- Lead marketing, communications, brand, digital engagement, and enrollment support for a growing early childhood education organization across Pennsylvania.
- Direct organization-wide brand and communications systems across 12+ locations serving 1,200+ children and families, spanning web, social, email, print, environmental, events, and family communications.
- Built structured lead-generation and enrollment infrastructure across website forms, scheduling, CRM workflows, automation, and performance tracking, supporting 2,000+ leads annually.
- Led the Scranton market launch across paid social, video, enrollment, events, and environmental creative, generating 80 qualified pre-opening leads - roughly half of center capacity - with approximately 70% converting.
- Develop strategic and executive-facing communications including workforce-development programs, award materials, sponsorship campaigns, policy briefs, presentations, and community-partnership messaging.
- Set department priorities, establish repeatable marketing processes, and partner with executive leadership, operations, center teams, vendors, and community organizations to move projects from strategy through execution.

Clopay Corporation / CornellCookson | Mountain Top, PA **2018 - 2024**

Multimedia Designer

- Created integrated B2B marketing and product communications across campaign creative, sales collateral, technical documentation, web, video, motion graphics, trade-show materials, and internal communications.
- Developed branded video storytelling from concept and interview development through production and editing; the What Drives Champions series received a 2024 Bronze Telly Award.
- Translated complex product and engineering information into clear, customer-facing creative for initiatives including StormDefender, VertiStack, and SteelWeave.
- Collaborated across marketing, product, engineering, sales, and external partners to maintain brand consistency while adapting work for different audiences and channels.

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EXPERIENCE CONT.

Stripes & Strikes | Independent/Contract **2019 - Present**

Graphic Designer

- Provide ongoing graphic design support for promotional, digital, and campaign materials, balancing fast-turn creative needs with consistent visual execution.

SELECTED WORK & RECOGNITION

What Drives Champions: 2024 Bronze Telly Award-winning branded video series for Clopay, Meyer Shank Racing, and McKee.

Building Blocks Marketing System: Brand strategy, website redesign, CRM development, automation, analytics, paid media, and enrollment infrastructure.

Scranton Market Launch: Integrated launch strategy spanning paid social, video, enrollment, events, environmental storytelling, and opening-day activation.

Bridge the Gap: Workforce-development program architecture, brand identity, website, recruitment, and onboarding strategy.

Child Care & Early Education Policy Brief: Research, data storytelling, information design, and executive communications for a regional policy brief.

EDUCATION

Wilkes University | Wilkes-Barre, PA **Expected 2027**

Master of Business Administration - In Progress

Graduate study focused on business strategy, management, and applied decision-making.

Wilkes University | Wilkes-Barre, PA **Expected 2028**

Business Analytics & AI Certificate – In Progress

MBA expected 2027, followed by one additional course toward the Business Analytics & AI Certificate, expected 2028.

Wilkes University | Wilkes-Barre, PA **2017**

B.A. Integrative Media | Minor in Finance

TOOLS & PLATFORMS

Webflow • Google Analytics • Zapier • Google Ads • Meta Ads Manager • Adobe Creative Cloud • Google Workspace • Microsoft Office • Apple Business • ChatGPT

AREAS OF EXPERTISE

Brand Strategy • Marketing Communications • Campaign Strategy • Content Strategy • Digital Marketing • SEO • Email Marketing • CRM & Lead Management • Marketing Automation • Analytics • Paid Media • Web Design • Video Production • Graphic Design • Executive Communications • Community Partnerships

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