

ZACH FERRI

(401)-381-8703



ZachFerri9@gmail.com

Summary Of Skills

- Photography (owns equipment)
- Cinematography
- Photoshop
- Lightroom
- Final Cut Pro
- Illustrator
- WordPress
- HTML
- Social Media Marketing
- UI/ UX (User Interface/ Experience)
- Digital Marketing
- Highly Organized and Reliable
- Leadership skills
- Team collaboration
- Public speaking
- Microsoft Office Suite: Word, Excel, and PowerPoint

Education

New England Institute of Technology, East Greenwich, RI

Bachelor of Science Degree in Graphics, Multimedia, and Web Design. September 2017

GPA: 3.65, Dean's List numerous times

Professional Experience

DDL Advertising

- Digital Media Manager
 - 6+ year Digital Marketing Experience
 - Experience working with multiple data collections and SEO sites including Google Data Studio and Recrue
 - Proficient in Retargeting and pixel tracking
 - Responsible for building, tracking and administering digital media campaigns across paid social, digital mediums, OTT, YouTube, and CTV
- Web Development Manager
 - 7+ years experience in Web Development
 - Experience with WordPress, Divi & Elementor HTML, CSS, and JavaScript, as well as responsive design, testing and debugging
 - Experience working with the integration of external platforms & CRM systems
 - Strong Communication & Planning skills to get the job completed
- Photographer & Cinematography
 - 8 years experience in photography & videography
 - Experience with Sony Fx3 & Sony A7IV with a range of lenses, lighting & gear
 - Proficient in editing on Final Cut Pro & Premiere Pro
 - Well-versed in shooting Commercial, Lifestyle & Business photo/video content
 - Specializes in pre-production, directing, shooting, lighting, editing and formatting