

Jesse Zalasky

jessezalasky@gmail.com | jessezalasky.com

Professional Experience

Raley's – West Sacramento, California

Digital Marketing Developer, September 2024 – Present

- Execute digital communication plan contributing to 5% sales uplift between Q3 & Q4 2023
- Manage email marketing campaign and conduct A/B tests sent to contact list of over 1 million
- Write copy for 12-part automated email series increasing engagement of new loyalty members
- Develop and maintain raleys.com and mifoodcity.com content using WordPress and Bloomreach
- Align messaging and communication efforts across six different grocery store brands
- Conduct regular content audits and optimize website elements for improved SEO performance
- Maintain and update database of digital menus and promotional graphics displayed in-store

Web Content Specialist, March 2022 – September 2024

- Led transition of raleys.com web content from WordPress to Bloomreach, ensuring site parity and uninterrupted user experience across all web properties
- Wrote copy for videos, radio, landing pages, blogs, flyers, signs, social media, email, paid ads
- Improved copywriting output by 5 tasks per week by identifying estimated workload discrepancy
- Conceived the “Better for Every Budget” tagline used to position Raley’s as budget-friendly store during peak inflation period
- Led end-to-end copywriting and production of Raley’s radio ads ran in Sacramento & Bay Area
- Conducted A/B test resulting in 4% push notification click-through rate increase for Raley’s app

Newspeed – Sacramento, California

Content Specialist, January 2020 – March 2022

- Authored 24 blogs (2 per month) that generated 50,000+ new organic search clicks year-over-year
- Spearheaded content marketing strategy and HubSpot marketing automation for Bay Alarm that resulted in \$5 million revenue increase from 2020 to 2021
- Developed buyer personas through stakeholder collaboration to write targeted copy
- Conducted SEO research using Google Analytics, SpyFu and maintained keyword database
- Optimized existing landing pages and created new, industry-specific content, establishing Bay Alarm as a security leader across diverse sectors
- Designed automated email workflows and suppression lists to maintain clean customer database

Mydayda – Sacramento, California

Freelance Writer, June 2018 – January 2019

- Wrote grant proposal submitted to the National Science Foundation
- Created copy for digital and print marketing materials, translating complex technical information into content accessible for audience of patients

Skills

- HTML/CSS
- SEO optimization and keyword research
- Asana, Wrike, Adobe Workfront
- Salesforce, HubSpot

Education

California State University, Sacramento – Bachelor of Arts, English