

## **Rob Zaebst**

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<b>EDUCATION</b>	<b>UNIVERSITY OF MICHIGAN</b> Stephen M. Ross School of Business Master of Business Administration <ul style="list-style-type: none"><li>• Emphasis in Corporate Strategy</li><li>• Ford Mobility Case Competition Winner, October 2017</li><li>• PlanetM Message Mapping Case Competition Winner, June 2017</li></ul>	<b>Ann Arbor, Michigan</b>
	<b>UNIVERSITY OF OREGON</b> Charles H. Lundquist College of Business Bachelor of Science in Business Administration <ul style="list-style-type: none"><li>• Minor in Economics</li></ul>	<b>Eugene, Oregon</b>
<b>EXPERIENCE</b>		
<b>2019</b>	<b>TRUEBLUE, INC.</b> <b>Vice President, Digital Strategy and Marketing Technology</b> <ul style="list-style-type: none"><li>• Create vision, strategy and implementation plan for digital marketing across True Blue brands, aligning digital marketing activities to drive cross-selling opportunities at the enterprise level and allow for marketing attribution to revenue through opportunities, leads and lifetime customer value</li><li>• Align marketing technology used across brands to develop a connected customer experience that increases customer and associate engagement</li><li>• Develop reputation management strategy that allows company to understand how customers and associates comment, post, share and review TrueBlue branch locations across social media, review sites, and online directories</li></ul>	<b>Detroit, Michigan / Chicago, Illinois</b>
<b>2015 - 2018</b>	<b>MICHIGAN STATE UNIVERSITY</b> <b>Head of Digital Strategy</b> <ul style="list-style-type: none"><li>• Lead development of institution-level digital strategy including web, mobile, email, search, social media, advertising and emerging platforms to drive consumption and engagement goals</li><li>• Manage and support institutional-level social media and analytics teams, increasing engagement on social media and defining how analytics guides strategic decisions</li><li>• Developed campus community for social media managers, which increased engagement, brand alignment and awareness around social media strategy for department-level social media managers</li><li>• Built social media listening strategy, which enabled central marketing communications to identify trends, engage with audience, and enable students to resolve campus-related issues around housing, facilities and dining</li></ul>	<b>East Lansing, Michigan</b>
<b>2018</b>	<b>WHITE SWELL MEDICAL</b> <b>Student Consultant</b> <ul style="list-style-type: none"><li>• Evaluated current competitive landscape of a specific medical device vertical through a situational analysis, which led to product positioning and value approach</li><li>• Developed a launch strategy that identified cost structure, market acceptance of medical device, and strategic alliance approach</li></ul>	<b>Tel Aviv, Israel</b>
<b>2013 - 2015</b>	<b>AON PLC</b> <b>Director of Digital Strategy and Emerging Platforms, 2014-2015</b> <ul style="list-style-type: none"><li>• Developed and implemented digital marketing strategy for Aon Hewitt, encompassing various marketing technologies and platforms.</li><li>• Established lead management model to determine effectiveness of digital marketing campaigns, aligning marketing goals with sales needs</li><li>• Built social media customer response function which was tied in with overall customer service department, increasing options for customers to interact with customer service for quick response to issues</li></ul>	<b>Chicago, Illinois</b>

**Senior Manager/Head of Aon Hewitt Global Digital Marketing, 2013-2014**

- Aligned various global marketing unit digital efforts, such as marketing automation, web, email, and social media
- Upgraded global instance of marketing automation platform (Eloqua 10) to enable user journey, email automation, and email best practices

**2008 – 2013**

**TMP WORLDWIDE ADVERTISING**

**Chicago, Illinois**

**Senior Director, Digital Strategy, 2011-2013**

- Created and presented innovative strategies bridging digital platforms of social, mobile, search and email to provide measurable solutions to clients marketing strategies
- Sold digital marketing strategies to both new business and existing clients by combining internal agency tools, vendor partner tools and customized digital solutions, driving revenue growth

**Interactive Media Planner/Analyst, 2008-2011**

- Forecasted interactive advertising budgets through research of clients, advertising goals, target markets, and past performance metrics, which lead to more targeted ad buys at a lower acquisition cost for the client
- Recommended, implemented and managed digital advertising campaigns (search engine marketing, banner advertising, social media and mobile media applications)

**ADDITIONAL**

- Session Speaker – 2017 and 2016 AMA Symposium for the Marketing of Higher Education
- Avid traveler and dedicated Formula 1 fan