

## **Rob Zaebst**

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### **EXPERIENCE**

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| <b>2018 - Present</b> | <b>SALESFORCE</b><br><b>Industry Advisor, Higher Ed Marketing and Communications</b>   | <b>Detroit, Michigan</b>                     |
|                       | <ul style="list-style-type: none"><li>• Provide direct industry input as a customer-facing subject matter expert in strategic marketing/communications and digital engagement through digital marketing technology, focusing in higher education Align marketing technology used across brands to develop a connected customer experience that increases customer and associate engagement</li><li>• Support the Salesforce field team with industry solution strategy and expertise during in-person/virtual meetings and events to facilitate a deep understanding of the Salesforce value for digital marketing/communications in a university setting</li><li>• Partner with members of the Salesforce product and strategy team to translate market needs and identify areas of opportunity to develop a broader marketing/communication product/solution strategy for Salesforce within higher education</li></ul> |  |
| <b>2019 - Present</b> | <b>MICHIGAN STATE UNIVERSITY</b><br><b>Adjunct Professor, Eli Broad College of Business</b>  | <b>East Lansing, Michigan</b>                |
|                       | <ul style="list-style-type: none"><li>• Teach Social Listening for Market Research class in the Masters of Science of Market Research program</li><li>• Develop curriculum and course materials that shows students how to use Social Listening keyword queries to develop actionable insights. Class focuses on Brand and Product Research, Competitive Intelligence, Sentiment Analysis, Audience Segmentation, Customer Service, and Crisis Communications</li></ul>  |  |
| <b>2018 - 2019</b>    | <b>TRUEBLUE, INC.</b><br><b>Vice President, Digital Strategy and Marketing Technology</b>  | <b>Detroit, Michigan / Chicago, Illinois</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>2015 - 2018</b>    | <b>MICHIGAN STATE UNIVERSITY</b><br><b>Head of Digital Strategy</b>  | <b>East Lansing, Michigan</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>• Managed 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>2013 - 2015</b>    | <b>AON PLC</b><br><b>Director of Digital Strategy and Emerging Platforms, 2014-2015</b>  | <b>Chicago, Illinois</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</li></ul>   |  |

department, increasing options for customers to interact with customer service for quick response to issues

**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)

**EDUCATION**

**UNIVERSITY OF MICHIGAN**

**Ann Arbor, Michigan**

Stephen M. Ross School of Business

Master of Business Administration

- Emphasis in Corporate Strategy
- Ford Mobility Case Competition Winner, October 2017
- PlanetM Message Mapping Case Competition Winner, June 2017

**UNIVERSITY OF OREGON**

**Eugene, Oregon**

Charles H. Lundquist College of Business

Bachelor of Science in Business Administration

- Minor in Economics

**ADDITIONAL**

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