

# GEORGE ZRUST

ANALYST | INTERACTIVE PRODUCER | CREATIVE

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## PROFILE

I always wear two hats. I grew up a producer, speaking creative, ideas, and translating those into implementation and launches. For Porsche, AirTran, TransUnion, ConAgra, and ADM, I've been lucky to do so with some of the world's most recognized brands. That means now as an analyst - a person steeped in metrics - I can provide a bridge between two worlds for one big reason: to grow business for clients. Admittedly, I am a bit of a visual data geek, relishing bringing data to life with Tableau. Languages and the challenge of communicating brands effectively across cultures and groups also engage me.

## EXPERIENCE AND ACCOMPLISHMENTS

### CRAMER-KRASSELT—CHICAGO

2008-PRESENT

#### ANALYST, PRODUCER

Working on accounts including Porsche, Edward Jones, TransUnion, and Tork USA, design, implement, and interpret custom analytics for projects from websites to rich media to mobile apps. Use clickstream tools such as Google Analytics, WebTrends, and Omniture to create dashboards and data visualizations using Tableau, SAP/Xcelsius, and MS Excel. Work closely with client marketing and IT teams to implement and test tagging and setup for A-B and multivariate tests. Collaborate with C-K IT to develop custom business intelligence tool to create holistic ad serving reporting. Develop new agency workflows that integrate analytics throughout processes.

Manage multiple vendors to scope, budget, and deliver creative digital advertising in multiple formats for blue-chip clients that include AirTran, Heinz, Levitra, Porsche, Sealy, and TransUnion. Deliver integrated projects harnessing complex functionality, including geo-targeting, multiple APIs, inventory queries, real-time sale data, store locators, coupons, SMS voting, video, and gaming.

Significant online campaign work includes the following:

- Porsche 911 Launch, 2011
- Porsche Cayenne Launch MY10 campaign
- Porsche iPhone "Picture It" app
- Porsche 911 rich media campaign
- Porsche Panamera pre-launch lead generation
- AirTran Fall Sale banner campaign
- Heinz Classico "We make it like you'd make it"
- TransUnion zendough.com product launch
- Sealy Co-op campaigns

### WUNDERMAN—CHICAGO

2005-2008

#### SENIOR WEB PRODUCER

Daily client and vendor interaction managing complex, interrelated systems. For the core client of Butterball, LLC was part of the original winning pitch team and produced the Flash Holiday Guide and numerous updates through the years. Managed the transition from ConAgra Foods (CAG) Web Center hosting to separate hosting at Berbee. Produced numerous other projects for ConAgra Foods brands including Reddi-wip, Marie Callenders, and SnackPack. Produced successful rich media campaign for Sears Craftsman 80<sup>th</sup> Anniversary promotion, plus work for Aon Home Warranty, Microsoft, Office Depot, and United Cargo.

### WILLIAMS-LABADIE—CHICAGO

2002-2005

#### INTERACTIVE PRODUCER

Led a team of staff and freelance developers and produced a wide range of interactive projects for pharmaceutical clients. Targeting audiences such as physicians, consumers, and sales forces, created award-winning websites; online CME and case studies; CD-ROMs; booth panel videos; banner ads; email campaigns; and animatics. Responsible for developing estimates, scope, and architecture, in addition to recruiting, managing, and evaluating talent. Selected, screened, and managed vendors.

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**FOOTE, CONE AND BELDING—CHICAGO**

**2000-2002**

## **SENIOR PRODUCER**

Responsible for the planning and management of web and online marketing projects for a variety of consumer and business-to-business clients. Actively participated in creative process, and responsible for developing information architecture of websites and interactive advertising. Regularly communicated and consulted with clients that included ADM (Archer Daniels Midland Company), Gatorade, Quaker, and Scudder Financial.

## **OTHER INTERACTIVE AND INFORMATION TECHNOLOGY PROJECTS**

### **PROJECT MANAGER/INTERFACE DEVELOPER, INTERIM TECHNOLOGY CONSULTING (NOW SPHERION), 1999-2000**

- Managed extranet development for Consultant Knowledge Warehouse, an online application that archived documents for consultants worldwide, using Active Server Pages and SQL Server.

### **PROJECT MANAGER, TECHNOTRIBE, 1999-2000**

- DeVry, Inc., Oak Brook, IL: Managed Director-based recruiting program for this national chain of schools.
- Refernet.com, Oak Brook, IL: Managed interface design for this startup small-business referral community.

### **SENIOR PROJECT MANAGER, ALTRUM TECHNOLOGIES, 1999**

- Managed and wrote content for PeopleSoft online learning tools developed in Director for this startup

### **CONSULTANT, WALGREENS, 1998**

- Wrote the system documentation and coded intranet site for new Lawson HR/Payroll Benefits System.

### **CONSULTANT, McDONALD'S CORPORATION, 1997-1998**

- Researched and wrote business process training for corporation-wide implementation of Lawson System

### **SCRIPTWRITER, MICHAEL MIZEN AND ASSOCIATES, 1997**

- Wrote script and directed voice talent for kiosk on appliances for Commonwealth Edison

### **PRODUCER/DEVELOPER, KOKYO TAIKO CD-ROM, 1997**

- For the Buddhist Temple of Chicago, produced and developed Director-based promotion CD-ROM, including editing audio tracks, for the Kokyo Taiko Japanese drumming troupe

### **CONSULTANT, CNA INSURANCE COMPANIES, 1995-1997**

- JAD sessions, documentation, and business process training for Lawson System HR/Payroll Benefits

Prior to 1995, worked as Senior Instructor, Amtrak Human Resource Development, Chicago, developing and delivering a wide variety of training nationwide, including the scripting and production of videos, development of printed training materials, conducting classroom presentations, and evaluating staff.

## **EDUCATION**

- B.F.A., Printmaking and Photography, School of the Art Institute of Chicago
- B.A., Magna Cum Laude, English (Writing), University of Pittsburgh (PA), Phi Beta Kappa
- Interactive Multimedia Program, International Academy (IAMD); Director 1, 2 at Columbia College
- MS Access database design and development, Truman College Adult Continuing Education

## **PROFESSIONAL AND PERSONAL DEVELOPMENT**

- Digital Analytics Association (DAA) Chicago Chapter Event: Mobile Measurement, May 2, 2012
- DAA Chicago Chapter Event: Social Measurement January 25, 2012
- Web Analytics Demystified ACCELERATE Conference, Chicago April 4, 2012
- Google Analytics Workshop, Google Chicago office, presented by LunaMetrics, 2008
- Adobe Social Analytics discussion for agencies, Chicago, 2011
- Online Tableau training sessions via WebEx, Fall, 2011; additional self-led instruction on Tableau
- LinkedIn Groups:
  - Chicago Tableau User Group
  - Digital Analytics Association
  - GlobalBranding
- Currently studying Hindi