



Zeth Owen

A Marketing Professional

➤ (541) 829-0058

➤ Zeth.MOwen@gmail.com

➤ ABOUT

A passionate self-starter with a drive to become a recognized marketing professional. With a decade of work as a social worker I have perfected relationship centered interactions.

Self-developed marketing and sales professional with a talent for writing and image creativity. A disciplined mind for statistics and data-driven marketing campaigns as well as a strong understanding of relationship-oriented marketing.

➤ EXPERIENCE

Compass-Senior Living

2018 > Current

Director of Community Relations

As director, develop and implement all marketing campaigns including digital strategies, customer experience, and business relationships. I am responsible for the sales pipeline and sales goals on a weekly basis with high involvement in our CRM. I conduct market analysis and competitive evaluations to give us a differentiating edge. Furthermore, I provide management oversight and leadership for all customer points of contact for our team and manage the marketing budget.

Oregon Cascades West Counsel of Governments

2016 > Current

Founder of The Perfect Nutrition

Founder and operator of Seaweed.ThePerfectNutrition.com, an independent marketing venture and sales operation. Sole proprietor with developed knowledge of marketing strategies and marketing platforms. Successfully run PPC, email marketing, content creation, sms campaigns, promotional material creation and social media marketing. Professional salesmanship over the phone and in person, acquiring and serving over 400+ customers.

Oregon Cascades West

2014 > 2017

Intake Case Manager

An analytical and fast-paced Case Manager with 3+ years of experience in local public service offices. Comprehensive knowledge in applying policy to a working caseload and making appropriate referrals. Effective at communicating with colleagues and customers to further develop program objectives.

Community Services Consortium

2009 > 2010

Project Manager

Developed a summer youth program for at-risk youth in Benton County while focusing on programmatic goals to promote work ethic. Provided guidance and leadership for young adults that lead to official recognition for the youth from county officials. Well versed in interviewing and assessing strengths to develop a working plan for each participant.

➤ EDUCATION

Oregon State University



Bachelor of Psychology

Studied psychology at Oregon State University in Corvallis, Oregon.

➤ REFERENCES

Sandra Easdale

Loan Manager, Comm. Econ Development
(541) 990-7462

Michaela Judah

Site Manager, Head Start
(541) 220-8927

Bonnie Barron

Lead Case Manager at Oregon Cascades West
(541) 974-1171

Antonia Hernandez

Bilingual Supervisor, Head Start
(541) 220-9073

Pat Zysatt

Retired Director of Operations, Community Services
Consortium
(541) 758-2781

Laura Yoder

Family Advocate, Head Start
(541) 927-8467

Personal References:

Eric Larsen

Analyst at IBM
(503) 449-6463

Alex Skrydlac

Mechanical Engineer at Daimler
(503) 896-9964