

THOMAS M. ZANICHELLI

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DIGITAL MARKETING PROFESSIONAL

Digital marketing professional with 2+ years of hospitality-focused experience managing paid media, creative production, and campaign strategy across a 12-property hotel portfolio. Proven track record executing \$400K+ in annual spend across Meta, Google, display, and OTA platforms with hands-on ownership from creative asset production through executive-level reporting. MS in Marketing from DePaul University. Recently relocated to Los Angeles.

WORK HISTORY

Janko Hospitality

Itasca, IL

Marketing Coordinator

06/2023 to 11/2024 (Full-Time) | 11/2024 – 04/2025 (Consulting)

- Drove 15% digital revenue growth YoY by executing paid media campaigns across Meta, Google Ads, display, email, and OTA platforms (Expedia TravelAds, Koddi Meta Search) for a 12-property hotel portfolio
- Managed execution of ~\$400K in annual paid media spend across 12 independently budgeted properties, delivering monthly performance reports to the Executive Committee
- Partnered with Corporate Revenue Director to translate paid media strategy into full campaign execution across paid social, paid search, display, and email channels
- Produced and edited photo and video assets using Adobe Creative Suite (Photoshop, Premiere Pro, InDesign) and Canva to support campaigns, website updates, and organic social content
- Directed quarterly photo and video shoots across 3 hotel restaurants to refresh website imagery and maintain a consistent organic social presence

Digital Marketing Assistant

12/2022 to 06/2023

- Administered monthly budget allocations across paid media channels for each property, ensuring efficient spend distribution across the portfolio
- Grew LinkedIn presence significantly by building a consistent posting cadence from near zero, driving measurable lift in impressions and engagement
- Developed and maintained social content calendars for Instagram and Facebook pages across the hotel and restaurant portfolio

Digital Marketing Intern

09/2022 to 12/2022

- Audited and optimized digital storefronts across 12 hotel properties, identifying listing inaccuracies and implementing corrections to improve search visibility
- Organized and executed quarterly photoshoots to generate fresh organic social content and evergreen creative assets

EDUCATION

DePaul Kellstadt Graduate School of Business

Chicago, IL

Master of Science in Marketing

November 2023

High Honors

University of Illinois

Urbana-Champaign, IL

Bachelor of Science in Consumer Economics

May 2021

Minor, Business

SKILLS

Digital: Adobe Analytics, Adobe Creative Cloud, Excel, Final Cut Pro, Meta Ads, Microsoft Word/Excel/PowerPoint, YouTube, TikTok

Certifications: Adobe Photoshop, Final Cut Pro, Google Analytics 4, Google Display/Ads, Sprout Social