

ZACHARY JAAP

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Education

The Pennsylvania State University - Smeal College of Business
Bachelor's degree in Corporate Innovation and Entrepreneurship

State College, Pennsylvania
Expected Graduation: May 2026

Work Experience

Quasi.Ai - Marketing & Business Development Manager Jun 2025 - Present
AI robotics startup developing autonomous mobile robots

- Supported product development and go-to-market strategy for AI-powered robotics.
- Researched healthcare, life sciences, and warehousing markets to identify opportunities and refine positioning.
- Partnered with engineers to translate AI-driven specs into user-friendly messaging and demo content.
- Contributed to investor-facing communications, including press releases, website updates, and data-driven presentations.

Howard County Economic Development Authority (HCEDA) - Internship Jun 2025 - Aug 2025
Public-private partnership supporting business growth, funding, and startup incubation in Howard County, MD

- Researched innovation-driven business opportunities to support local startups and entrepreneurs.
- Coordinated large-scale events (business expos, workshops) connecting founders with resources.
- Enhanced digital presence by creating social media content and contributing to website SEO improvements.

EmoryDay - Account Manager Jun 2024 - Aug 2024
Digital marketing firm specializing in growth strategies for small & medium-sized businesses

- Worked with clients to implement AI-powered marketing strategies that optimized B2B and B2C campaigns and accelerated client revenue growth.
- Advised clients on outreach strategies by analyzing performance data and providing actionable insights.
- Executed multi-channel campaigns across search, social media, and email, strengthening lead generation and conversion.

Sun Nurseries - Operations Assistant Feb 2022 - Jun 2024

- Supported plant inventory, scheduling, and groundskeeping for large-scale nursery operations.

Leadership & Activities

- **Eagle Scout - Boy Scouts of America (Dec 2019):** Led 30+ scouts in constructing an animal shelter for Canine Humane Network; recognized as Maryland Eagle Scout Project Finalist with 100+ hours of service.
- **Tau Phi Delta Fraternity (2024 - 2026):** Leadership - Rush Chairman, Safety Officer, and Director of Social Media.
- **Additional Activities:** Finance Internship (Westerlund Group), Varsity Athlete, Model U.N. Treasurer & Mentor

Skills

- **Marketing & Growth:** Digital strategy, funnel optimization, cross-channel marketing (search, social, email)
- **AI & Analytics:** AI-powered dashboards, campaign performance analysis, data visualization
- **Tools & Platforms:** SEO/SEM tools, social media, email, and other MarTech platforms
- **Leadership & Collaboration:** Project management, event coordination, team leadership