

ZACH COMEAU

Gardner, MA | zach@zachcomeau.com | [LinkedIn: Zach Comeau](#) | Website: zachcomeau.com | 508.331.4813

MARKETING & DIGITAL STRATEGY SPECIALIST

SUMMARY

Creative and communication-focused professional with 9 years of experience across operations, systems integration, and training, now pivoting into a career in marketing and communications. Holds a B.S. in Marketing with minors in Communication and Literary & Cultural Studies from Bryant University. A fast learner with strong business acumen and an entrepreneurial drive, bringing a unique mix of analytical thinking and creative execution. Skilled in brand storytelling, content development and management, stakeholder engagement, and digital tools such as Microsoft Office Suite, Adobe Photoshop, and Lightroom.

CORE SKILLS:

- Strategic Communication
- Problem Solving
- Vendor Management
- Cross-Functional Collaboration
- Attention to Detail
- Project Management
- Visual Design
- Content Creation
- Content Management
- Training & Presentation

Technology

- Microsoft Office
- Adobe Creative Suite
- WordPress
- Canva
- Smartsheet
- Microsoft Teams
- Process/Workflow Automation
- Dashboard Development
- Jira

CREATIVE & COMMUNICATIONS EXPERIENCE

- Freelance Photographer & Visual Designer | 2021–Present
- Capture and edit visual content using Adobe Photoshop and Lightroom.
- Design marketing collateral, brand identities, and packaging for personal projects.
- Build and maintain websites with a focus on user experience and visual consistency.
- Independent Branding & Product Development | Ongoing
- Create product concepts, develop brand strategy, and design visual identities.
- Research market trends and apply storytelling techniques to position brand narratives.
- Explore opportunities for outdoor and lifestyle product creation (e.g., the 'Poptainer' hiking product).

PROFESSIONAL EXPERIENCE

SENIOR INTEGRATION ANALYST (promoted) | Nov 2023 – Present

INTEGRATION ANALYST | May 2023 – Nov 2023

Insulet Corporation | Acton, MA

- Collaborated with stakeholders to communicate technical requirements across marketing, ERP, CRM, and cloud platforms.
- Led creation of documentation, training materials, and process diagrams using tools like Visio and Microsoft Office.
- Communicated with technical and non-technical audiences to ensure understanding of project goals and timelines.
- Supported integration of Service Cloud, Marketing Cloud, Health Cloud, and other tools into enterprise architecture.
- Managed a repository of technical documentation and shared with relevant stakeholders on a project-by-project basis.
- Led daily standups and managed the Integration Team's Jira board, tracking deliverables across 10 team members. Proactively communicated risks to leadership and worked to mitigate issues in real-time.

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OPERATIONS SPECIALIST/ERP SME (promoted) | 2020 – May 2023

ACQUISITION TEAM ASSOCIATE (promoted) | 2018 – 2020

DISTRIBUTION LEADERSHIP PROGRAM ASSOCIATE | 2016 – 2018

Colony Hardware Corporation | New Haven, CT

Operations Specialist

- Created onboarding materials and conducted training sessions for newly integrated teams.
- Served as communication liaison between acquired companies and internal departments during transitions.
- Managed process documentation and created instructional content for end users and stakeholders.
- Developed brand-consistent materials and helped embed corporate messaging and values into team culture.
- Supported multiple departments through business analysis, communication planning, and systems integration.
- Worked with third party vendors to deliver different business solutions successfully and on time.
- Identified, reviewed, managed and approved all end-user documentation and end-user training content.
- Prepared for and delivered formal end-user training.
- Tabulated and analyzed data to identify any issues with business systems.
- Responsible for data preparation, data cleansing, data mapping.

Acquisition Associate

- Coordinated successful integration of nine acquisitions into Colony's portfolio of companies.
- Point-of-Contact and corporate representative for Colony Hardware after finalization of acquisitions.
- Developed key relationships with owners, managers, employees, and customers of acquired companies.
- Leveraged key relationships embedding Colony Hardware corporate culture, capitalizing on synergies resulting in gain of new business.
- Created and managed training programs, enabling high uptake of new software.
- Evaluated and optimized key business processes.
- Managed data integration ensuring on-time go-lives/seamless customer experiences post-cut over.
- Developed and maintained 'Go-Live' task list ensuring successful, on-time delivery.
- Provided leadership and support during high-stress transition periods to promote team confidence and smooth adoption.

Distribution Leadership

Rigorous participation/engagement in rotational training program including sales, marketing, business development, business operations with hands-on operations management experience from tool rental/repair service center management

EDUCATION

DEGREE: Bachelor, Business Administration (Marketing) | Bryant University | Smithfield, RI | 2016

MINORS: Communication, Literary & Cultural Studies