

Ed Bejarana

Coeur d'Alene, Idaho

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Professional Profile

Business operations, marketing, and nonprofit leadership professional with experience spanning digital marketing, experiential marketing, engineering technology, project management, environmental systems support, and organizational leadership. Veteran of the United States Army with a career focused on customer engagement, branding strategy, technical systems, and community-centered leadership initiatives.

Leadership & Marketing Experience

Founder & Principal Consultant — [Zenith Exhibits, Inc.](#)

Founded and operated a digital marketing and tradeshow consulting company serving more than 2,700 clients in all 50 states. Developed integrated marketing systems combining website development, SEO/AISO strategy, branding, exhibit sales optimization, portable sales environments, and post-event sales development support.

President & Executive Director — [The Veterans Club](#)

Founder and volunteer executive leader of a national veteran and first responder suicide prevention initiative focused on strengthening human connection, purpose, and belonging through community-based engagement programs and leadership development.

Fortune 100 Marketing Project Management

Managed national product rollout environments, retail sales initiatives, conference training systems, and branded customer engagement environments. Oversaw design, installation, logistics, and branding coordination teams supporting large-scale marketing deployment projects.

Tradeshow & Experiential Marketing

Coordinated regional and national tradeshow programs, exhibit logistics, installation scheduling, portable sales environments, and live customer engagement systems supporting sales and branding initiatives.

Engineering & Technical Experience

Industrial Engineering & Environmental Systems Support

Supported life safety systems, operational process coordination, water reclamation initiatives, and civil/structural engineering projects for manufacturing and environmental compliance operations throughout California's Monterey Bay and Silicon Valley regions.

Engineering Technologies Instruction

Served as Engineering Technologies faculty member at Cabrillo College teaching 3D Animation, Mechanical Drafting, and AutoCAD.

Military Service

United States Army — Military Musician

Graduate of the U.S. Armed Forces School of Music with experience supporting military ceremonial, morale, and public relations functions.

Education

- BS, Business Operations — San José State University
- AS, Computer Science — Cabrillo College
- U.S. Armed Forces School of Music

Core Competencies

Digital Marketing • Tradeshow & Experiential Marketing • Project Management • SEO & AI Search Optimization • Branding Strategy • Leadership Development • Public Communication • Technical Systems Support • Environmental Systems Support • Customer Engagement Strategy