

## **Alex Zinni: Entrepreneur, Philanthropist, Musician, and Community Leader**

Alex Zinni, founder and CEO of Alpha Key Digital, has rapidly established himself as a dynamic force in the world of digital marketing. At just 31 years old, Alex's journey in entrepreneurship began at the young age of 25, when he launched his business specializing in website design, development, and digital marketing. His passion for business was influenced by his family legacy—his grandfather founded Richmond Heights Hospital, and his father served as its President and CEO, where Alex grew up immersed in the business world.

A Case Western Reserve University graduate with a background in English, Business, and Entrepreneurship, Alex's business acumen is matched only by his strong sense of integrity. His client base spans local businesses such as the Euclid Chamber of Commerce and Vanek Plastic Surgery, as well as national brands like Ray-Ban and Warner Brothers. Known for his cutting-edge technology and sharp business instincts, Alex's integrity is what sets him apart. He once turned down an offer to work for a competitor at double the compensation, solidifying his reputation for honesty and loyalty.

In addition to his entrepreneurial success, Alex is committed to giving back to his community. He volunteers his time and resources to various organizations, including Habitat for Humanity, the Immaculate Conception Church, and the Brite Winter Music Festival. He serves as a current board member of the Willoughby Western Lake County Chamber of Commerce and is a member of Leadership Lake County's class of 2023.

Outside of his business and philanthropy, Alex is a talented musician. A singer, songwriter, and multi-instrumentalist, Alex's musical career began at the age of 14, performing at the Rock and Roll Hall of Fame. He later fronted the band Bro Dylan and wrote over 100 songs, 40 of which are available on Spotify. Alex is also a member of the Cleveland band Apostle Jones, a funky Rock 'n Soul ensemble well-known in the local music scene.

A true Renaissance man, Alex's humility, kindness, and quiet confidence have earned him recognition not just for his achievements, but for the positive impact he has made on his community. His friends, colleagues, and clients all agree—Alex is a standout leader and a remarkable human being.