

# Zach Sweat

zachs41792@gmail.com ❖ 706-573-3028 ❖ Brooklyn, NY ❖ Portfolio: zachsweat.com

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## WORK EXPERIENCE

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### Lifewire (Dotdash)

*Freelance Writer*

**March 2019 – Present**

*New York, NY*

- Writing and producing several reviews for a broad range of tech and consumer products, shooting lifestyle and studio photography with each product in a complete digital package.

### Bold Brands

*Copy Editor / Writer*

**Aug. 2016 – Present**

*Jacksonville, FL*

- Editing and writing copy for the social media and marketing agency, including social media text, print and digital ads, press releases, websites, proposals, sponsored content and branding material.

### Whalebone Magazine

*Digital Editor*

**Aug. 2018 – Feb. 2019**

*New York, NY*

- Managing website, creating original and branded content for publication. Weekly newsletter and campaigns to grow readership, developing pitches and themes for issues and collaborating with influencers for community growth. Editing the magazine, correcting errors, rewriting as needed and improving all titles and headers.

### IGN Entertainment

*Freelance Contributor*

**Aug. 2017 – Sept. 2018**

*San Francisco, CA*

- Contributor to Wikipedia pages for various games. Wrote and edited content including detailed walkthroughs.

### Void Media

*Editor-in-Chief*

**Jan. 2016 – April 2018**

*Jacksonville, FL*

- Managing a large team of writers, assigning stories, creating and collaborating on content ideas, coming up with magazine themes/concepts and controlling the overall voice and online presence of the publication.
- Writing columns, stories, commentaries or reviews that interpret events or offer opinions. Coordinating with the art team to create the most engaging content possible. Reviewing and correcting errors in copy.

### Edible Northeast Florida

*Copy Editor / Contributor*

**Aug. 2016 – Sept. 2018**

*Jacksonville, FL*

- Copy editing the print publication before it goes to print, as well as digitally editing first-round drafts of stories, ads and other editorial copy in layout, writing and creating titles, headers, subheads and other editorial text.

### Adjective and Co.

*Copy Editor / Writer*

**Sept. 2014 – Sept. 2016**

*New York, NY*

- Worked closely with the agency to assist with editing and writing copy, including social media posts, print and digital ads, press releases, white sheets, sponsored content, web design and branding material.

### Void Magazine

*Staff Writer & Digital Editor*

**Jan. 2013 – Jan. 2016**

*Jacksonville, FL*

- Advanced in position, responsibilities included working with the ed team to create content for the digital and print publications, finding writers and sources, writing several articles and running the online presence.

## EDUCATION

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### University of North Florida

*Degree: B.S. in Communication, Major: Multimedia Journalism, Minor: Photography*

**July, 2014**

*Jacksonville, FL*

- Served on the College of Arts and Sciences as an Advisory Board Member (Journalism)

## SKILLS & INTERESTS

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- **Skills:** Community building/management, strategic planning/partnerships, copywriting/editing, lead generation, CMS, content creation, social media marketing, SEO, ran memes account with 10k followers
- **Interests:** Gaming, tech, music, traveling to new places and meeting people, camping, Reddit, Futurama