

Zachary Wolfgang Silva

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EDUCATION

Northwestern University | 2014-2015

Master of Science in Leadership for Creative Enterprises

Relevant Courses: Project Management, Arts Business Models, Finance in the Creative Industries, Arts Entrepreneurship

Northwestern University | 2010-2014

Bachelor of Science in Communication Studies

Honors: Certificate of Distinction in Mandarin Chinese, 2014 Global Media and Communications Seminar in London

EXPERIENCE

The Capitol Theatre, Port Chester, NY

Digital Marketing Intern – October 2015 to present

- Delivered weekly marketing reports for venues (The Cap, Brooklyn Bowl) using Google Analytics/Facebook Ads
- Contributed to marketing and ad campaigns for upcoming shows/artists; managed and distributed promotional materials

Legacy Recordings (SONY Music Entertainment), New York City, NY

Digital Marketing Intern - June 2015 to August 2015

- Managed artist websites, social media accounts, and streaming services with a total of 10 million impressions daily
- Coordinated with product managers, sales staff, and external clients (YouTube, Apple Music) on special projects and strategy

Pitch Perfect PR, Chicago IL

Publicity Intern - April 2015 to June 2015

- Compiled weekly clips of artist features, album reviews, live reviews; maintained an updated release calendar
- Provided various administrative tasks for team, including CD mailings, clip filing, and cataloging of digital assets

'stache media/RED Distribution (a division of SONY Music), Evanston, IL/New York City, NY

'stache lifestyle representative - January 2015 to May 2015

- Spearheaded 10+ artist campaigns in the Chicago market, attended concerts to coordinate with management
- Performed monthly retail checks; developed weekly reports on social media marketing efforts and local retail partnerships

Jeff McClusky & Associates Promotions, Chicago, IL

Tour Marketing and Promotions Intern - September 2014 to April 2015

- Managed radio promotions, tour marketing efforts for independent artists
- Researched and assessed new talent; organized social media and website content (tweets, reviews, playlists)
- Served as administrative assistant to CEO Jeff McClusky and Promotions Directors, managed CD inventory and mailings

Ubisoft Entertainment, Inc., Evanston, IL/San Francisco, CA

Marketing Ambassador - September 2012 to June 2014

- Developed, promoted, and operated on-campus and local events; managed social media content and daily streams
- Organized, executed 5+ midnight events, coordinated with retail stores for Assassin's Creed, Just Dance launches

Pawling Public Radio, Pawling, NY

Board Member, Media Advisor - May 2010 to present

- Improved radio station community with structured programming schedule, publication calendars, and digital media reports
 - Delivered professional consulting report with suggestions for improvement in events, fundraising, programming
 - Assisted in successful FCC application, grant writing, and 2011 advertising campaigns
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ADDITIONAL LEADERSHIP

WNUR 89.3 FM

Programming Director – 2012-2014

News Director – 2011-2014

Supplies for Dreams, 501(c)(3)

Marketing Coordinator – 2012-2014

North by Northwestern Magazine

Associate Editor, Entertainment Editor – 2014

ADDITIONAL SKILLS

General

Digital Marketing, Public Relations, Project Management, Research, Copywriting/editing, Accounting, Administrative

Technical

Google Analytics, Microsoft Word/Excel/Powerpoint, Photoshop, HTML, Wordpress, Mediabase, MailChimp, Social Media/CRM, Adobe Audition/Logic, Final Cut Pro