

Zachary Wolfgang Silva

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EDUCATION

Northwestern University | 2014-2015

Master of Science in Leadership for Creative Enterprises

Relevant Coursework: Marketing in the Creative Industries, Project Management, Media Markets and Analytics

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

WORK EXPERIENCE

The Capitol Theatre, Port Chester, NY

Digital Marketing Assistant – October 2015 to February 2016

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

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

Digital Marketing Intern - June 2015 to August 2015

- Managed artist websites and social media accounts, created original content resulting in 10 million impressions daily
- Designed and managed digital marketing for releases by Joe Satriani, The Isley Brothers, Cassandra Wilson

Pitch Perfect PR, Chicago IL

Publicity Assistant - April 2015 to June 2015

- Compiled weekly clips of artist features, album reviews, live recaps; maintained an updated release calendar

'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/album campaigns in the Chicago market; developed weekly social media and retail reports

Jeff McClusky & Associates Promotions, Chicago, IL

Tour Marketing and Promotions Assistant - September 2014 to April 2015

- Coordinated national radio promotions, tour marketing for independent artists; researched and assessed new talent
- Served as administrative assistant to CEO Jeff McClusky and Promo Directors, managed CD inventory and mailings

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

Marketing Ambassador - September 2012 to June 2014

- Designed, promoted, and operated on-campus and local product launches, resulting in 100% increase in pre-orders
 - Created social media content and promo materials for campus video game community of 2,500 Facebook users
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LEADERSHIP

Pawling Public Radio

Board Member, Media Advisor – 2010-present

WNUR 89.3 FM

Programming Director – 2012-2014

News Director – 2011-2014

Supplies for Dreams 501(c)(3)

Marketing Director – 2012-2014

ADDITIONAL SKILLS

General

Music Industry, Digital Marketing, Public Relations, Research, Copywriting, Branding, Project Management

Technical

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

Letters of Recommendation available upon request.