

# Zachary Wolfgang Silva

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## EDUCATION

### Northwestern University | 2014-2015

*Master of Science in Leadership for Creative Enterprises (Media Marketing and Management)*

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

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## 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
- Executed digital marketing strategies for new releases and client partners (Apple Music, Spotify)

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

*'stache Lifestyle Marketing Representative* - January 2015 to May 2015

- Spearheaded 10+ artist/album campaigns in the Chicago market; developed weekly social media reports
- Worked directly with retail and lifestyle accounts to design effective promotions for labels, artists, brands

### Jeff McClusky & Associates, Chicago, IL

*Promotions Assistant* – September 2014 to April 2015

- Directed tour marketing and radio campaigns for independent artist clients; researched, assessed, acquired new talent
- Served as administrative assistant to CEO Jeff McClusky; ensured file creation, event attendance, daily staff schedules

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

*Brand 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

### Pawling Public Radio, Pawling, NY

*Media Advisor, Board Member* - June 2011 to Present

- Serve as primary programming, development, and content advisor to community radio station
  - Redesigning and directing digital marketing efforts – increased engagement by 500% over 6 month period
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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 Director – 2012-2014

## ADDITIONAL SKILLS

### General

Digital Marketing, Public Relations, Brand Marketing, CRM Copywriting, Advertising, Analytics, Project Management

### Technical

Google Analytics, Microsoft Word/Excel/PowerPoint, Photoshop, HTML (Basic), Wordpress, Nielsen, Social Media (Facebook, Twitter, Instagram), E-mail marketing