

Zachary Silva

Phone: (845) 612-9221 | E-mail: zwsilva@outlook.com

LinkedIn: <http://www.linkedin.com/in/zwsilva>

EXPERIENCE

Agency for the Performing Arts, Agent Assistant | New York, NY | 2016-Present

- Devised itineraries, negotiated deals, and confirmed shows for national and international tours for musicians
- Oversaw marketing plans and ticketing for events ranging from 100-3000 ticket-holders per date
- Collaborated with artist teams (publicist, label, business mgr.) and delivered updates on daily basis

The Capitol Theatre, Marketing Assistant | Port Chester, NY | 2015-2016

- Developed weekly digital marketing reports for venue network using Google Analytics, Facebook Ads
- Published original content to drive ticket sales – led to 15 sold-out events, increased engagement

Sony Music Entertainment, Digital Marketing Intern | New York, NY | 2015

- Managed artist websites, content calendars for social media resulting in 5+ million impressions daily
- Assisted on special projects in product development, digital marketing, and public relations including Apple Music launch, Spotify playlisting, and YouTube licensing

‘Stache Media, Lifestyle Marketing Representative | Evanston, IL | 2015

- Spearheaded 10+ new artist campaigns in Chicago market; connected with local venues, promoters, retail
- Created and delivered monthly marketing reports to Sony Music representative & artist management on social media engagement, campus flyering initiatives, student group partnerships

Ubisoft Entertainment, Campus Marketing Representative | Evanston, IL | 2012-2014

- Developed, promoted, and operated 15+ on-campus marketing activations for highly-anticipated releases
- Established relationships with local retail on promotional materials and product launch events

EDUCATION

Northwestern University | 2014-2015

M.S. Leadership for the Creative Enterprises

Coursework: Understanding Media Markets, Social Media Marketing, Project Mgmt. in Creative Industries

Northwestern University | 2010-2014

B.S. Communication Studies

Adjunct Major: International Studies | Minor: Legal Studies | Certificate: Mandarin Chinese

TECHNICAL PROFICIENCIES

Photoshop (Advanced), Microsoft Excel (Advanced), Accounting (Basic), HTML (Basic), Google Analytics, Facebook Business, Hootsuite, Nielsen SoundScan, Wordpress, Social Media, Quantitative/Qualitative Analysis, CRM, Audio Editing (Advanced)