

Zachary Roush

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Professional Experience

Self-Employed

Freelance Copywriter

Temecula, California

April 2018 – Present

- Collaborated with corporate and small business clients to concept brand tone & voice and deliver content according to project deadlines.
- Researched, wrote, and optimized original content to achieve each client objectives for POS system products, Dentists, CPAs, and B2B technology clients.
- Consulted with SmartOSC marketing team to develop brand voice and copy for global corporate website.
- Wrote and produced a commercial for Kenny's Strawberry Farms with over 2k views.
- Wrote a commercial for Hair by Kevin Bryan resulting in over 27k views.

Veritone One

Creative Copywriter

Temecula, California

September 2021 - April 2022

- Ideated and delivered scripts for Youtube, Podcasts, and Streaming services (Pandora, Spotify) for use in Direct Response marketing.
- Supervised creative efforts for over thirty clients; refreshing content when data suggests, pitch new concepts, carry them through the creative process.
- Worked closely with account managers and all Veritone One teams to address client concerns.
- Created “Big Ideas” beyond project scope to expand client’s reach and marketability.

Library Systems & Services

Library Assistant

Temecula, California

September 2019 – October 2021

- Cultivated a positive, welcoming customer experience for patrons of all ages, and built relationships with the local community.
- Marketed the library’s resources; provided education and technical help to patrons, and recommended new materials.
- Managed new book inventory, AV materials, and computer technology, ensuring a clean and organized library.

ProSites Inc.

Content Analyst

Temecula, California

May 2016 - April 2018

- Researched, reviewed, wrote and edited copy for accuracy and optimal ROI.
- Collaborated with the SEO Department in development of custom content maintaining consistency with brand marketing and message strategies.
- Managed content and relationships with over 100 customers and achieved project objectives.
- Oversaw training of five new hires, honing their skill in writing, SEO, and SEO strategies.

Pepperdine Graphic

Newspaper and Magazine Editor

Malibu, California

January 2015 – April 2016

- Led team of 13 student writers and artists to create original content for digital and print publication.
- Assisted in graphic design of Currents magazine to ensure production of an aesthetically appealing product.
- Worked with graphic artists, post-production team members and other specialists to produce captivating and successful content.
- Published 32 issues of the *Graphic* and one issue of *Currents* (our long-form magazine).

Education

Pepperdine University

2016: Bachelor of Arts in Creative Writing & Minor in Film Studies

Malibu, California

- Studied abroad in Florence, Italy; elected Student Representative
- Attended 2016 Sydney, Australia Film Intensive; wrote, produced, and acted in short film, *Ouruboros*

C School

Community Foundations Course

- Completed 10-week intensive course for community management
- Created detailed community pitch for founding an online community
- Practiced practical & technical skills for community management

Skills & Competencies

- Project Management
- Content Strategy & Management
- Customer Service
- Branding & Marketing
- Creative Problem Solving
- Time Management
- Visual Design: Canva, Adobe
- Presentation and Oratory Skills
- Enthusiasm for Technology
- Online Community Management
- Mac & PC: Word Processing, Communications, Tech Logistics