

# ZACHARY LOSNESS

DIGITAL CONTENT CREATOR

## CONTACT

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## EDUCATION

**B.A. | Digital Technology and Culture**

WASHINGTON STATE UNIVERSITY

Graduated December, 2018

## CAREER OBJECTIVE

I am seeking a career that will utilize my skills and experience in mixed medium content creation.

I provide a forward-thinking, innovative, and disciplined approach to work that makes no problem too big, no deadline too short, and no vision too ambitious.

## SKILLS/ATTRIBUTES

- Adobe Creative Suite
  - Premiere Pro
  - After Effects
  - Illustrator
  - Photoshop
  - Lightroom
- Final Cut Pro X
- Videography
- Basic HTML5/CSS3
- SEO for Youtube

## INTERESTS/HOBBIES

- Backpacking/hiking
- Fishing
- Obsessed with the Portland Trailblazers
- Photography

## WORK EXPERIENCE

### LEARNING CONTENT VIDEO EDITOR

CARDONE VENTURES | VANCOUVER, WA

MAY 2020 - PRESENT

- Produce paid video courses and learning content for entrepreneurs and small business owners.
- Create branding for each unique course with logos, color schemes, music, editing techniques.
- Advanced post-processing of videos, including grading C-Log and S-Log footage.
- Build and moderate weekly shows on Zoom with high volume audiences.

### DIGITAL MARKETING SPECIALIST

REALWEAR | VANCOUVER, WA

JANUARY 2019 - MAY 2020

- Developed multimedia assets used for distribution on social media campaigns and company communications channels.
- Produced video content: interviews, testimonials, narratives, explainers, social media "snacks", animation, and events recaps.
- Designed UI assets and advertising banners for company website.
- Implemented SEO refresh of company Youtube page, for visibility and brand adherence.
- Lead "top of the funnel" ad campaigns to generate revenue and increase sales leads.

### VISITOR INFORMATION ASSISTANT

U.S. FOREST SERVICE | VANCOUVER, WA

MAY 2017 - JANUARY 2019

- Point of contact for Gifford Pinchot National Forest visitors seeking information.
- Issued recreational passes and harvesting permits to forest visitors.
- Assisted with media and communications on forest Public Affairs team.

## OTHER EXPERIENCE

### OREGON ARMY NATIONAL GUARD

POWER GENERATION EQUIPMENT REPAIRER

JULY 2013 - JULY 2019

- Honorably discharged
- Diesel mechanic with primary focus on power generators.
- 1 Year deployment to Kuwait to assist with construction operations.
- Awarded Army Achievement Medal.
- Additional training as a Combat Engineer.