

Zach Haught

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As a seasoned marketing professional and freelance writer with over five years of experience in digital media, I have navigated through diverse fields while consistently upholding a commitment to community. Regardless of the exact industry, I approach every challenge with curiosity, an open mind, and versatility.

My personal and professional pursuits are anchored in these qualities, and a desire to amplify the voices of causes and projects I hold dear. Whether contributing to a remarkable 277% sales increase during my inaugural year at DoStuff or managing one-fourth of my department's revenue in 2023, I leverage my multifaceted background to achieve this amplification. I am eager to apply my wealth of experience and collaborate with you to bring your projects to fruition.

WORK EXPERIENCE

DoStuff • Remote • 01/2019 – Present

DoStuff runs 22 local event guides and a Ticket Membership that drives 60 million event attendees a year. Through our collaboration with local and national brands and event promoters, DoStuff ensures we're getting people out of the house to enjoy the best of what their city has to offer.

Senior Account Manager – Live Events

- Manage end-to-end marketing campaigns and foster strong relationships with key national partners like C3 Presents, City Winery, Live Nation, Red Bull, and Universal Music Group.
- Collaborate with cross-functional teams in sales, content, and brand strategy on program development, creative strategy, and translating campaign deal-points into actionable tasks to ensure execution.
- Analyze campaign data to identify trends and provide data-driven insights to clients and stakeholders, as well as proactively solve inconsistencies.
- Manage competing demands with tight deadlines across as many as 50 projects at once.
- Managed one-fourth of department profitability in 2023, with the other three-fourths split amongst five other account managers.

Account Manager

- Managed a 277% revenue increase from 2018 to 2019.
- Collaborate with business development and content managers to optimize sales and our web presence.
- Analyzed digital marketing campaign data to find trends and replicable success to communicate to clients and internal stakeholders.
- Co-founded DoStuff's Intersectionality Committee, which aims to make our hiring process, client base, and content more equitable.

Freelance • 10/2013 – Present

Writer

- Thoroughly research, interview, and evaluate subjects to ensure accurate and comprehensive coverage.
- Independently secure and perform phone and email interviews with nationally known entertainers affiliated with Endeavor, Marathon Artists, Partisan Records, Polyvinyl Record Co, and Rough Trade Records.
- Write and edit concise, engaging, and informative articles.

Creative Artists Agency • Greater Los Angeles Area • 09/2016 – 12/2016

Tour Marketing Intern

- Developed creative strategies and brand partnerships for generating press for entertainers like Jerry Seinfeld.
- Reviewed and disseminated promotional materials to venues and promoters nationwide.

State of West Virginia • Charleston, West Virginia Area • 01/2014 – 04/2014

Public Information Officer Intern

- Wrote weekly columns for five state legislators.
- Maintained media relations, most notably during an environmental public relations crisis.
- Updated the “Today in the Legislature” blog daily to keep the public and press up to date with legislative happenings.
- Responded to public inquiries through research and notetaking.

EDUCATION

Bachelor’s Degree in Public Relations and Online Journalism

Marshall University • 01/2011 – 05/2016

VOLUNTEERING & LEADERSHIP

Historic Old Hickory Village Neighborhood Association

Treasurer • Old Hickory, TN • 07/2023 – Present

- Maintain finances, track expenditures, and approve purchases.
- Provide finance updates at our public meetings.
- Logistical planning for community events.

SKILLS

Administration, Asana, Attention To Detail, campaign optimization, Community Relations, content development, copy editing, Copywriting, cross-functional teamwork, Customer Advocacy, Customer Experience, Customer Success, data analysis, digital marketing, email marketing, event planning, Events, Fundraising, Google Workspace, Grant Reviewing, insights generation, Market Strategy, Microsoft Office, online journalism, organizational skills, Program Management, project management, public relations, public speaking, relationship building, Relationship Management, remote work, Revenue Development, Self Starter, Slack, storytelling, strategic communication, task delegation, team collaboration, time management, trend identification, WordPress, Writing, Zoom