



Contact

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<https://www.zachhaught.com/>

Education

Marshall University
Bachelor's Degree in Public Relations & Online Journalism
2011-2016

Skills

- **Analytical:** Critical thinking, data analysis, data-driven strategy, insights generation, process revitalization.
- **Communication:** Client presentations, community engagement, community outreach, interviewing, mediation, public speaking, relationship building, strategic communication.
- **Digital:** Email marketing, digital content, digital marketing, online journalism, social media.
- **Editorial skills:** Content writing, copy editing, copywriting, storytelling.
- **Leadership:** Advocacy, clear communication, community organizing, cross-functional team collaboration, initiative, task delegation.
- **Organizational:** Community development, event planning, organizational skills, time management.
- **Project management:** Account planning, campaign optimization, client retention, coordination, streamlining.
- **Software & Programs:** Asana, beehiv, Canva, ChatGPT, Emarsys, Google Analytics, Google Workspace, Hubspot, Mailchimp, Microsoft Office, Photoshop, Sprout Social, Squarespace, Trello, WordPress.

ZACH HAUGHT

Community Advocate, Marketing Professional, & Freelance Writer

My personal mission is to build stronger communities with more meaningful connections by utilizing my extensive experience in empowering creatives and small businesses. Guided by a commitment to positive change, I help businesses succeed through emphasizing creativity in strategic planning, insightful analysis, collaboration, writing, and communication. My goal is to help your organization build vibrant communities that align with and advance your objective.

Experience

● DoStuff – Senior Account Project Manager

January 2019 - Present

- Lead 300+ digital marketing campaigns that increase ROI by as much as **210%** for key partners like Live Nation, Red Bull, and Universal Music Group. **80%** client retention rate.
- Top performing project manager responsible for over \$900 thousand in profitability from campaigns in 2025 = **20% of department profit** across seven total account managers.
- Performed **228% to inventory goal** for DoMORE, our event ticket subscription service.
- Produce recap decks and client presentations for top advertisers (Dave & Buster's, Lollapalooza, Punch Bowl Social), synthesizing campaign performance into compelling narratives that drive renewals and equip promoters with sponsor-ready insights.
- Analyze campaign data via Google Analytics, email, and internal dashboards to identify trends; refresh underperforming campaigns by reframing copy, updating creative, or pivoting campaign concepts, resulting in **2-5x higher engagement** (Dave & Buster's, MBA Tour).
- Produce content concepts, business development opportunities, and product feedback for senior executives while streamlining organization and department inefficiencies.
- Copywriting, content writing, and copy editing for over **300 campaigns per year**.
- Build strong relationships with cross-functional teams across 21 markets and six departments to adapt national programs into locally resonant communication and creative strategy.
- Provide onboarding and consultative support to clients post-signing and pitching new services.
- Co-founded DoStuff's Intersectionality Committee to bring more equity to our employee recruitment, client base, and content to ensure every community is reflected on our platform.

● Creative Artists Agency – Tour Marketing Intern

August - December 2016

- Developed creative strategies and brand partnerships to drive press and grassroots community support for tours.
- Communicated timely event updates and promotional materials to nationwide stakeholders.

● Freelance – Writer

January 2013 - Present

- Conduct extensive research to ensure accurate, comprehensive coverage of subjects.
- Independently secure and conduct interviews to gather relevant information and gain unique, personal insights on subjects, including nationally known entertainers affiliated with **Endeavor, Marathon Artists, Partisan Records, Polyvinyl Record Co, and Rough Trade Records**.
- Write engaging and informative content that persuades readers to take action.
- Edit content to enhance clarity and quality.

Volunteering

● Historic Old Hickory Village Neighborhood Association – Board Member

July 2023 - Present

- Collaborate with board members to establish top priorities for the month ahead.
- Write blog posts, calendar listings, and a monthly newsletter (500+ subscribers) to keep our neighborhood up to date with community happenings.
- Organize charitable opportunities and free events with 1,000+ attendees to increase community engagement and pride.
- Moderate our Facebook group of 5,500+ members and manage community feedback.