

* ZACH MORRIS

* CONTACT

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* EXPERIENCE

UNION ENTERTAINMENT GROUP

Manager of Internet Marketing & New Media

2009 TO PRESENT

I work with Nickelback, Kevin Costner, Hinder, & other clients to direct digital & creative strategy & broker solutions regarding album releases, tour promotions, branding, new media, & e-commerce. I also supervise all the group's web & creative assets.

- * Piloted several successful Nickelback digital campaigns & projects
- * Collaborated with Microsoft, LiveNation, iTunes, WWE, Myspace, & Tap Tap
- * Designed Aerosmith's Steven Tyler's logo for his current solo music career
- * Transformed defunct email/web systems to Google Apps for 100% cut in costs

SONY MUSIC ENTERTAINMENT

Manager of Interactive Marketing

2005 TO 2009

To promote major label album releases, I managed digital, web, & e-commerce projects. I collaborated branding with creative depts (photo shoots, artwork, etc).

- * Hired from my internship & worked remotely while finishing college
- * Created a successful viral campaign game to engage fans & upcoming album sales

ILLINOIS COLLEGE

Dept of Information Technology - Technician

2002 TO 2004

I managed the campus network, labs, faculty/staff computers, & multimedia equipment alongside the Vice President of IT & Network Administrator.

- * Selected for special/sensitive projects, one of which working directly with President of the College

ADVOCATE PRESS

Graphic Designer/Technical Associate

2001 TO 2002

I prepared advertisements, photographs, creative elements, & layouts for the daily newspaper & oversaw the content & layout of the weekly free shopper sent to 55,000+ recipients. I also troubleshoot all IT issues in the office.

- * Designed a new masthead title used for 5+ years

* EDUCATION

GREENVILLE COLLEGE

Digital Media, B.S.

2006 GRADUATION

My degree in Digital Media allows me to blend technology & art through graphic design, web design, digital audio & video production, & digital photography. Coupled with my minor in marketing, my education has been the backbone of my career.

* PERSONAL SUMMARY

- * Loves challenges, puzzles, & problem solving
- * Focused, goal oriented, & full of initiative
- * Looks for options, strategies, & patterns in projects. Very analytical.
- * Great liaison amidst clients & IT/creative experts
- * "Go-to" guy for most people's tech questions
- * Team player & works well individually
- * Efficient, creative, & drawn to details
- * "Jack of all trades" personally & professionally

* SKILLS

ADOBE CREATIVE SUITE



PHOTOGRAPHY



MICROSOFT OFFICE & APPLE IWORK



AUDIO/VIDEO/MULTIMEDIA PRODUCTION



MAC & PC COMPUTERS



WEB HOSTING/NETWORKING



HTML/CSS



SOCIAL MEDIA

