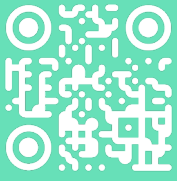


Zak Nelson



Scan for portfolio

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Software

Adobe Illustrator
Adobe InDesign
Asana
Facebook Business Manager
Google Ads
Google Analytics
Mac OS
Microsoft Office 365
Slack
Wordpress

Bonus Skills

Brand development
Conflict mediation
Education/course design
Event planning
Graphic design
Illustration
Public speaking
Team leadership
Video editing

Content Strategist & Senior Copywriter

Work History

Director of Marketing and Business Development

Arkco Sales, December 2022-present

- Created a marketing program for electronics **manufacturers sales representative** firm
- Redesigned logo, wordmark, and all marketing collateral
- Implemented hybrid account-based marketing and content marketing strategy with goals of more face-to-face meetings with sales team, better ratio of high-intent leads, and higher revenue per customer
- Grew LinkedIn following by more than 280 percent (50 to 191), and organic engagement from 0 to 11.2 percent
- Industries included: industrial design, medical, electric vehicles, mil/aero, agriculture, test and measurement, alternative energy and smart grids
- Taught workshops on brand-building, organization/time management, and ideal customer profiles

Copywriter, freelance

Content Workshop, February 2022-May 2023

- Researched and wrote original long-form content for clients of a fully-remote content marketing agency
- Industries included: thoroughbred horses, SaaS, fintech, fashion design, legal software
- **"The best writer we ever had."** –Headley Bell, Managing Partner, Mill Ridge Farm, Lexington, Kentucky

Senior Copywriter and Content Strategist

Sands Costner, 2010-2012 and 2019-2022

- Rehired in 2019 to write content for agency and clients; craft and execute campaign concepts; and write engaging, persuasive copy
- Wrote web and print copy for B2B and B2C clients in industries including: fintech, healthcare, home & garden, mil/aero, and construction

(continued...)

Zak Nelson

Page 2 of 2

An Anecdote

In academia, I learned this great phrase: **constructive alignment**.

The idea is to make sure your intended learning outcomes match your assessments, and that the assessments match what (and how) you're teaching.

I apply this all the time in my marketing work.

Is the speaker aware of their core values? Do they understand and exhibit the behaviors that *demonstrate* those values? And does their messaging promote those values, or at least the outcomes of those values? Is the customer aware of any of this? How on earth do they *know*?

I find it's often simple to identify the client's problem and build a campaign when I frame it in these terms. Only now I call it **strategic alignment**—it's more businessy.

DIGITAL
STORYTELLING
ANALOG
HUMANITY

Work History, continued...

- Genres included: websites, print and digital ads, video scripts, articles, emails, strategic plans, sales collateral
- **Developed content marketing strategy** for agency and wrote blog articles and pillar pages

Events and Marketing Manager

Third Place Books, 2017-2018

- Oversaw daily events program and staff at chain of three independent bookstores, with onsite events drawing 1000+
- Promoted bookstores and events, writing copy for website, ads, print collateral, social media
- **Grew social media following** by 30%; increased newsletter open rate by 50%, click rate by 70%
- Implemented customer surveys and live straw polls at events
- Created systems to coordinate communication, branding, and promotion among the three store locations

Publishing Consultant and Book Publicist

Freelance, 2008-2009, 2015-2017

- Wrote, implemented marketing plans for authors, publishers
- Advised self-published clients on marketing and publicity tactics
- Wrote video scripts for Points of Light national nonprofit educational campaign

Lecturer, First Year Writing Program

North Carolina State University, 2012-2015

- Designed and taught full load of courses in academic writing and research, with emphasis in rhetoric/composition
- Nominated by program director to serve with university's THINK initiative, pioneering methods to develop students' critical thinking skills and **foster interdisciplinary approaches**
- Chosen by peers to serve as editor of program textbook
- Awarded Certificate of Accomplishment in Teaching, 2014

Communications Manager

Travel Tacoma, 2009-2010

- Wrote content for Pierce County tourism website, visitor guide
- Acted as guide to visiting travel writers from U.S. and abroad

Senior Publicist and Content Marketing Specialist

Ten Speed Press, 2006-2008

- Managed rebranding efforts for *What Color Is Your Parachute?*
- Devised and spearheaded the press's first ever online marketing plan, as well as a content marketing campaign aimed at top bookseller accounts ("**Le Menu at Chez Ten Speed Press**")

Marketing and Publicity Manager

Heyday Books, 2003-2006

Education

Master of Fine Arts, Creative Writing

North Carolina State University, 2014

Bachelor of Arts, English/Folklore

University of California, Berkeley, 2000