

ZACK KUSHNER

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PORTFOLIO: WWW.XZACKLY.COM

FOUNDER & DIRECTOR OF CONTENT AT XZACKLY PROFESSIONAL WRITING '97– *PRESENT*

Serving industries from high-tech to Hollywood by translating ideas into accessible, compelling communications. Clients include:

MSN: Enticing web surfers to translate shallow interest in pop culture into deep concern for ecology as editor, writer, and webmaster for the official blog promoting the seven-continent Live Earth concerts for climate in crisis—earning the event its most clicks per cost.

CASK: Communicating a big data company's reliable yet lively brand by leading a multi-stage process to imagine, evaluate, and build consensus around a new name with longevity.

GLIFFY: Stealth-marketing a diagramming app by concocting clever infographics and other content and seeding it through social media and high-traffic blogs, such as Gizmodo.

WALTER & ELISE HAAS FUND: Maximizing impact without ego—as communications director—developing branding, messaging, strategy, and story to publicize grantee successes, foster collaborative opportunities, and advance high-level program objectives.

SONY: Introducing Music Unlimited streaming services with a series of screencasts and unveiling the latest Bravia home electronics through interactive on-line showcases.

KAISER-PERMANENTE: Combating hypochondria by heading the team of writers tasked with distilling the sprawling collection of medical content amassed by doctors for plan members.

ARCTOUCH: Launching an endless armada of mobile apps fueled by incisive messaging, pithy web copy, and a brand rebuilt from purified research and distilled character.

TOYOTA: Cultivating Scion owners' rabid brand loyalty by composing an integrated campaign of newsletters, banners, mini-sites, contests, and other on- and off-line content.

RENT.COM: Tantalizing renters to browse on-line listings by crafting comprehensive SEO web, blog, and social media content strategically designed to cement brand authority.

CITY OF BAYSIDE: Engaging and educating citizens with regular civic newsletters—delivered to each municipal mailbox—that proved worth reading and not just simply recycling.

COLLEGE BOARD: Getting students into college by getting students, as a start, into the possibility of college—offering advice and extending aid via an archive of on-line articles.

NIGHTFIRE SOFTWARE: Untangling in-development user interfaces to compile, QA test, and revise user, admin, and installation guides for alpha-stage telecoms industry software.

{INSERT NAME DROP HERE}: Screenwriting on behalf of, developing projects with, and apprenticing alongside a series of Hollywood directors, writers, actors, and producers.

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ADOBE

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HBO

STARBUCKS

GAP INC.

ALAMO DRAFTHOUSE

THE NEW YORK TIMES

CERTIFIED SCRUM MASTER

2014

BACHELOR OF ARTS IN FILM, UNIVERSITY OF CALIFORNIA, SANTA CRUZ

1994