

# ZACHARY GOLDRICH

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## WORK EXPERIENCE

**Carl Samrock Public Relations-Intern** Burbank, CA **September 2014-Current**

- Write pitches, press releases and holiday gift guides for DVD/Blu-ray releases
- Research new outlets including popular Youtube channel partnerships
- Manage database of media contacts and film deliveries for review

**Search Influence-Internet Marketing Associate** New Orleans, LA **October 2013-August 2014**

- Managed SEO marketing for national client listings on Google, Yahoo, Bing and other local or niche directories as well as social media sites
- Edited social media posts and informational articles
- Compiled search engine analytics reports
- Contributed to company blog
- Conducted research on emerging platforms for law firm and medical practice clients

**Guided Discoveries-Staff Photographer** Claremont, CA **Summer 2013**

- Photographed all camp activities to create end of session slideshows and promotional material
- Uploaded photos nightly to smugmug.com for parents to view.
- Head of "Astro TV" committee responsible for filming and editing comedic video skits
- Assisted in overseeing the evacuation of 150 campers during 2013 wildfire.

**Guided Discoveries-AstroCamp Counselor** Claremont, CA **Summers 2011-2012**

- Oversaw boys ages 10-15 and provided a fun, safe and educational summer camp experience
- Head of Carnival Committee responsible for leading team efforts towards the planning and organization of carnival games and decorations

**Amygdala Music-Intern** Burbank, CA **May 2012-August 2012**

- Responsible for listening to instrumental tracks for use in television programs (Storage Wars, Ice Road Truckers, American Hoggers) and writing descriptions for database building
- Recorded track cue times to determine artist royalty earnings
- Built database of all Synchronization/Master licenses

## EDUCATION

**Tulane University** New Orleans, LA  
**Bachelor of Arts in Public Relations** August 2014

Minors: Marketing, Advertising

**Marketing/PR Project Subjects:** Marvel Studios, Lego, Spotify, Ringling Bros and Barnum & Bailey

## SKILLS

### Computers

- Proficient on Mac and PC
- Excel certified
- Microsoft Word, PowerPoint, iMovie(HD), Adobe Creative Suite, Wordpress, SugarCRM, Cision

### Languages

- Conversational Spanish

### Special Skills

- Digital and film photography
- Video shooting and basic editing