

# ZG

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# Zach Godwin

## Work Experience

### Chapelboro.com - WCHL

*Website Manager | August 2013 - Present*

- Developed a cohesive unified brand across all media
- Increased unique visitor traffic by 103% and new visits by 127%
- Oversaw introduction of video features on site

### Marketing Ministries

*Lead Designer and Copywriter | September 2010 - August 2013*

- Developed brand identities for various clients
- Wrote copy for television, radio, web, print, and other media
- Designed, developed and managed a wide range of websites

## Education

### Appalachian State University

*August 2005 - May 2009*

*B.S. in Communication - Advertising*

*Minor in Marketing*

*Chancellor's List - Fall 2005, Fall 2007, Fall 2008*

## Achievements

### AAF National Student Ad Competition

*Fall 2008 - Spring 2009*

*Creative Director*

*Highest scoring plansbook in Southeast Region*

### Appalachian State Ad Competition

*Spring 2009*

*Silver Medal, Two Honorable Mention*

## Skills

### Adobe Creative Suite

*Photoshop, Illustrator, InDesign*

### HTML & CSS Programming

*Hand-coding custom websites, customizing Wordpress, Drupal, and other CMS websites, HTML Emails, implementing JavaScript, jQuery, and php functionality*

### Videography

*Setting up and operating camera, audio, and lighting equipment. Directing in-studio and on-site video shoots including interviews, advertisements, television programming, and live events.*