

Professional Summary

Specialist in Community Management and Content Marketing with 5+ years in content writing and marketing, and 3+ years in Community Management and Account Management with a focus on content creators. Proficient in creating impactful programming and curating content to engage and activate communities. Well-versed in creating and maintaining community and social elements of a business, including audience building, social network management, outreach, account management, and ongoing story telling. Currently looking to channel an extensive knowledge of gaming and gaming communities into a suitable role.

Portfolio

zakoliverhenderson.com

Skills

- Community Management
- Content Marketing and Content Creation
- Content Creator/Influencer Account Management
- Writing: Copy, Marketing, Social, Content
- Social Media Channel Management
- Discord Server/Bots Management
- Strategic Marketing Coordinating and Execution

Work History

Community Manger | Artist Relations

02/2020 to Current

Adobe Stock – Seattle, Washington

- Helmed creation of Adobe Stock Community of 3,000+ Stock artists on Discord
- Worked with adjacent content teams to schedule continual programming, curated content, and live events
- Created a "Featured Artists" program to feed high-quality educational content into the community organically
- Created a "Creative Challenge" program to educate users and generate hyper-relevant stock content based on user demands
- Worked with small team to select images, content, and updates to share on weekly live stream of ~1000 viewers
- Created weekly community analytics to report community engagement across multiple teams
- Worked closely with individual contributors to ascertain needs of the community
- Responded to 50-100 individual user inquiries weekly

Outreach/Gaming Community Specialist (Contract)

09/2019 to 12/2019

Taunt – Seattle, WA

- Designed and created detailed outreach pipeline to reach a specific set of gaming content creators and influencers (Twitch/Mixer/YouTube)
- Created full pipeline visibility by utilizing Hubspot to track contact progress
- Single-handedly managed communications with 50+ content creators and influencers via email and Discord
- Increased inbound pipeline of influencers by 50% weekly
- Designed all outreach copy to conform with company voice and tone

Digital Content Marketing | Community Manager

03/2017 to 07/2019

GawkBox – Seattle, WA

- Produced written, video, audio (podcast), and interview content to regularly reflect product updates and educate a community of ~20k
- Self-started a blog, podcast, vlog, and newsletter to reach an audience of 500k+ on a weekly basis across multiple platforms
- Responsible for curation and sign-off of all social/community content
- Helmed social strategies to grow and engage social following from 0 - 12k over a year
- Created and maintained company Discord server, managed channels and implemented moderation bots to grow server to a size of 10,000 users
- Maintained community engagement by creating scheduled events and content
- Designed, planned and executed a user-generated content competition that generated 15 organic promotional videos, increased inbound signups by 15% during campaign
- Utilized Adobe Suite (Premiere, Photoshop) to create social content, vlogs, promotional videos/images, and blog content
- Personally managed high-value Gaming content creators to encourage product utilization through genuine relationships
- Managed internal communication between community and engineering teams, including product feedback
- Produced content schedules and deliverables for content productions, account management, and outreach concurrently
- Hosted annual TwitchCon sessions and party for 250+ streamers

Content Writer

08/2016 to 03/2017

Drink Me Magazine – San Francisco (Remote), CA

- Conceptualized, wrote, and edited in-depth reviews and features for an audience for approximately 500k
- Utilized WordPress to customize and design visually appealing articles
- Researched, reviewed, and wrote to deadline on all articles and features
- Received samples and press releases and delivered relevant articles and reviews to meet sponsor's standards
- Sourced and edited photos with Photoshop to display in articles

Education

Bachelor of Science: Advertising - 4.0

2015

Northern Arizona University - Flagstaff, AZ

Bachelor of Arts: Philosophy 3.8

2015

Northern Arizona University - Flagstaff, AZ