

# ZACHARY REISER

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## EXPERIENCE

### THE RODGERS & HAMMERSTEIN ORGANIZATION: A CONCORD MUSIC COMPANY

New York, NY

Marketing Coordinator

May 2018 - November 2018

- Drafted and shared social media posts for Rodgers & Hammerstein, Irving Berlin and The Sound of Music social media channels
- Tracked property syncs and licenses across all media platforms
- Created marketing content for national cinema broadcasts of properties, and assisted in ticket distribution to Concord Music employees and clients
- Compiled monthly press and theatrical reports for the Irving Berlin estate
- Assisted in studio audio recording and on-site video recording for upcoming projects

### DAVENPORT THEATRICAL ENTERPRISES

New York, NY

Group Sales/Marketing Intern

January 2018 - May 2018

- Conducted group ticket sales by liaising between theatrical management office and Broadway box offices
- Created weekly group sales gross and commission reports
- Maintained Your Broadway Genius website with up-to-date show information
- Wrote weekly blog posts for the Your Broadway Genius website
- Represented the "Be a Broadway Star" brand at local events, such as BroadwayCon and Kids Week on the Intrepid
- Managed conference events for "The Producer's Perspective Pro"

### AMERICAN REPERTORY THEATER

Cambridge, MA

Marketing & Communications Intern

September 2016 - June 2017

- Submitted press listings to local news and calendar sources
- Created actor profiles, show credits, and related media pages on Drupal-7 powered website
- Compiled and contacted list of local organizations for group ticket and sales outreach
- Photographed key art for *Fingersmith*
- Designed layout for educational and other materials for *The Plough and the Stars*, *Fingersmith*, *James and the Giant Peach*, and *The Night of the Iguana*
- Proofed layout and copy for show programs
- Transcribed creative team interviews, translated from Spanish, cut video, and mixed audio for show promotional materials for *Arrabal*

## EDUCATION

### BOSTON UNIVERSITY

#### COLLEGE OF COMMUNICATION

Boston, MA

Bachelor of Science, Communication

September 2014 - September 2017

Focus: Advertising | Liberal Arts Concentration: Psychology

## SKILLS

### ADOBE SUITE

Audition  
Bridge  
Illustrator  
InDesign  
Lightroom  
Premiere Pro  
Photoshop

### MULTIMEDIA

Video camera operation  
DSLR camera operation  
Audacity  
AVID  
Final Cut Pro

### SOCIAL MEDIA

Facebook  
Twitter  
YouTube  
Instagram  
LinkedIn  
Periscope  
Snapchat  
TweetDeck

### WEB MANAGEMENT

Wordpress  
Squarespace  
Drupal 7

### GROUP SALES

Salesforce  
STAR  
Nliven

### LANGUAGES

Intermediate Spanish  
(Speaking, reading,  
writing, comprehension)

Intermediate ASL  
(Signing, comprehension)