

Zach Everson

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EMPLOYMENT HISTORY

Writer & Editor

FREELANCE, LOUISVILLE, KY

September 2004–present

Write, edit, and provide strategic communications consulting services. Ensure that written material impresses target audiences and distinguishes clients from competitors. Clients range from websites and magazines to U.S. government agencies and multinational corporations. Sample engagements include the following:

Writing

- “Wish You Were Here: Gallery Hotels,” “4 Forward-Thinking Ski Resort Funiculars” and other articles as a contributor to *enRoute*, Air Canada’s in-flight magazine
- “10 Engaging Spots for Popping the Question” for BudgetTravel.com, the website for *Budget Travel*
- “The Proud Junketeer: From Jamaica to China and Back,” “Steve Earle lays it down,” and “Louisville cool: The hottest parties of Kentucky Derby week” for *BlackBook*
- Lodging reviews for UpTake, a travel search and discovery site
- Weekly contributor to Gridskipper, a travel and leisure website, then part of Gawker Media
- A two-part feature on the 2008 NFL Pro Bowl for the sports website Deadspin
- An article a week as the Louisville Travel Examiner for Examiner.com
- An article examining the real-life implications of Iraq War-related themes in Bruce Springsteen’s music for *Backstreets* magazine
- A cover story on the future of the VA Medical Center in Louisville for *Medical News* newspaper
- Dozens of posts as a ghost blogger for a top real estate agency in Washington, DC
- Website text for an international development consultancy and a communications firm
- A four-part series on the history of the United States’ sportfishing association for *American Sportfishing*

Editing

- Editor-in-chief of Louisville.com—oversee all content, manage 17 writers, coordinate media credentials, promote the website, and troubleshoot technical issues
- Training courses, marketing materials, and newsletters for the National Security Personnel System (NSPS), the U.S. Department of Defense’s civilian employee management system
- Dozens of reports on reproductive health and proposals for international development firms, including United States Agency for International Development (USAID) cooperating agencies
- Websites for an international manufacturing firm and international development consultancies
- A mural for the U.S. Bureau of Engraving and Printing
- Campaign materials for a Louisville, KY, Metro Council candidate

Consulting

- Created and manage the online presence for the Kentucky Coalition to Abolish the Death Penalty, including designing and writing a website with a blog and enhancing its presence in social networks
- Transformed a book into a wiki for Microsoft and the International Development Research Centre (a Canadian government development agency) and performed project management tasks
- Helped clients learn to use and benefit from new media, social networks, and microblogging
- Optimized bed and breakfast, real estate agency, and other websites for search engine ranking

Technical Editor

RESOURCE CONSULTANTS INC. (NOW SERCO), ARLINGTON, VA

October 2003–August 2004

Edited Army directives, interdepartment communications, and more than 75 network-compatibility assessments of commercial software for Headquarters, Department of the Army. Coordinated the publications process with authors, reviewers, and supervisors. Worked on-site. Gained Secret clearance.

Editor

DELOITTE TOUCHE TOHMATSU (NOW THE EMERGING MARKETS GROUP), WASHINGTON, DC

March 2002–September 2003

Edited work plans, annual reports, case studies, newsletter articles, electronic media, and technical reports for the Commercial Market Strategies project—an \$85 million five-year U.S. Agency for International Development-funded program that increased access to and demand for reproductive health and family planning services in developing countries through the private sector. Developed a publication process to guide documents from inception to publication. Created a training presentation about proper grammar.

Technical Editor

BOOZ ALLEN HAMILTON, FALLS CHURCH, VA

August 2000–March 2002

Wrote and edited technical reports, proposals, statements of work, newsletter articles, user manuals, handbooks, computer training manuals, and marketing material related to information assurance and human factors. Developed proposal themes for a \$100 million Department of Defense procurement, which was later won. Supervised an assistant editor. Produced writing guidelines. Gained Secret clearance.

Client Services Supervisor

FIRST UNION (NOW WACHOVIA), CHARLOTTE, NC

August 1998–July 2000

Managed 16 representatives in the brokerage customer-service department. Was the sole member of management during evening hours. Interviewed, evaluated, and terminated employees. Assisted the group with communications and editing internal training materials. Passed National Association of Securities Dealers exams to become a general securities principal (Series 24), an investment advisor (Series 65), and a general securities representative (Series 7 and 63). Was promoted four times in less than two years.

OTHER WRITING EXPERIENCE

Staff Reporter

THE GREENSBORO NEWS & RECORD, GREENSBORO, NC

January 1998–April 1998

Circulation of 96,000 daily; 110,000 on Sundays

Wrote 10 articles, assisted in production, and copyedited for the sports department. One article was published on the front page of the section.

Staff Writer

THE DAILY TIMES CHRONICLE, READING, MA

May 1997–July 1997

Circulation of 2,500 daily

Covered government meetings and local events for the news department, including a three-part front-page series on controversial renovations to the historic downtown.

EDUCATION

WAKE FOREST UNIVERSITY, WINSTON-SALEM, NC

August 1994–May 1998

Bachelor of Arts in English, journalism minor, *cum laude* (GPA: 3.24); served in a variety of positions on the student newspaper, including news editor and arts and entertainment editor

RELATED SKILLS

- Experienced with *The Chicago Manual of Style*, *The Associated Press Stylebook*, *The Government Printing Office Style Manual*, Modern Language Association (MLA) style, American Psychological Association (APA) style, and other guides
- Member of Toastmasters International and have addressed audiences as large as 200 people