

Zach Everson

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EMPLOYMENT HISTORY

WRITER. EDITOR. CONSULTANT.

FREELANCE, LOUISVILLE, KY

September 2004—present

Write, edit, and provide online consulting services. Sample engagements include the following:

Writing

- *The Wall Street Journal*: “Louisville, Ky.: Day at the Races,” a one-page spread that ran in the Off Duty section on the day of the Kentucky Derby; it included a 500-word essay sharing insider insight on Louisville, the top picks from notable Louisvillians, and a sidebar on five of my favorite local venues
- *enRoute*, Air Canada’s in-flight: “Hot Shot: A live volcano ignites our writer’s creativity at photo workshop in Hawaii,” “Know When to Hold’em: Our writer heads to Las Vegas to master his po-po-poker face,” and “Gladiator Training in Rome: From mere mortal to warrior? It’s all in a day’s work”
- *FoxNews.com*: “Travel: Louisville in 5...,” a profile of five horse racing-related activities travelers to Louisville can enjoy on non-Derby weekend visits; my photography accompanied the piece
- *Louisville Magazine*: “Reverse dining at the Deen”; for “Why basketball is bigger in Kentucky” cover package, “Because UK and UofL fans love to hate each other” and “Because you’ll go ballistic when you read this”
- *Louisville.com*: Wrote more than 300 articles, including coverage of U.S. Senate debates, music concerts (Elton John, My Morning Jacket), restaurant openings, art exhibits, and Kentucky Derby
- *Budget Travel.com*: “10 Engaging Spots for Popping the Question,” a profile of romantic destinations—classics, great escapes, and quirky venues—that ran in advance of Valentine’s Day
- *BlackBook*: Articles include “The Proud Junketeer: From Jamaica to China and Back,” “Steve Earle lays it down,” and “Louisville cool: The hottest parties of Kentucky Derby week”
- *Gridskipper*: Weekly contributor to this travel and leisure website, both when it was part of Gawker Media and as a member of the Curbed network
- *Deadspin*: A two-part feature on the 2008 NFL Pro Bowl
- *UpTake*: 48 posts for this travel search and discovery site with 1.8 million monthly visitors; articles were among the most-read on the lodging blog

Editing

Editor-in-chief, Louisville.com

This hyperlocal community website provides original digital content—text, photos, and videos—about the 31st largest city in the United States, from the music and arts scene to theater and restaurant news, with emphasis on major events such as the Kentucky Derby. I became editor-in-chief in January 2010 on a part-time basis (20 hours a week): compared to May 2009, visits to Louisville.com increased 157 percent in May 2011 (56,577 to 145,691). In 2011, Louisville.com won *Louisville Magazine*’s Best of Louisville award in the local website category. To achieve this growth I’ve

- found and recruited contributing writers (currently the site has 42, previously it had two)
- increased publication rate from one new piece of original content a day to as many as 20
- attracted talented writers: current contributors include an Associated Press writer, a former TV sports personality, and the host of one of the city's top-rated morning radio shows
- created and implemented a pay scale to compensate writers in a manner that's competitive for bloggers but appropriate for a startup local news organization
- developed the site's editorial direction to focus on 22 citywide subject areas (such as family and parenting, theater, music, politics, and sports)
- created backend infrastructure, including an editorial calendar, Google Group for staff communications, and Google Site containing all website documentation
- linked social media accounts to the website's RSS feed so that new articles are automatically directed to our fans and followers on sites they visit regularly throughout the day (Facebook is now the site's third largest source of visits)
- grown the site's Facebook presence from 100 to 3,900 fans and Twitter presence from 1,800 to 5,100 followers; created accounts on Foursquare (650 friends) and Tumblr (110 followers)
- incorporated content from *Louisville Magazine* (published by Louisville.com's owner), a monthly cultural publication with a well-educated and affluent print readership of 100,000 people into the site
- guided technical and visual improvements, including an ongoing overhaul of the homepage's layout and upgrading its CMS from Drupal 5 to 6
- had the site approved for indexing by Google News
- researched and solicited proposals from software developers about replicating the site's content in an iPhone application

Ongoing duties include

- directing Louisville.com's editorial coverage
- recruiting writers
- working with the owners and business team to improve the site's return on investment
- promoting the site through social media, publicists of article subjects, and area events
- supervising 42 freelance contributors and five interns, including issues regarding invoices, the quantity and quality of submissions, and termination
- maximizing SEO opportunities
- managing the site's social media accounts to engage with the community
- obtaining media credentials for writers
- scheduling interviews with local and touring performers
- providing feedback, story ideas, professional-development advice, and promotional tips to writers
- troubleshooting technical issues
- writing a weekly email blast highlighting upcoming events that gets sent to 4,400 subscribers
- writing a daily news summary and other articles
- appearing Fridays on 102.3 The Max's Lambert & Lindsey Morning Show to promote the site by discussing upcoming weekend events

City Editor, BlackBook

BlackBook's City Guide iPhone and Android apps and website feature reviews identifying the hippest restaurants, bars, clubs, shops, and hotels for nightlife connoisseurs. "Written by and for discerning savants in each city, these guides from the minds behind *BlackBook* offer fresh and pithy listings for the most intriguing and fashion-forward hot spots." The guide contains the latest venue details and breaks the cities down by theme, style, and interest. As city editor for Louisville, I wrote 100 reviews of area bars, restaurants, hotels, and shops, highlighting the best ones as editor's picks to be featured on the apps and website. I also verified each listing's data, categorized them, and obtained photos.

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; the National Coalition to Abolish the Death Penalty has repeatedly singled out this website for praise to other state chapters
- Designed and built the website for the Catholic Conference of Kentucky
- Transformed a book into a wiki for Microsoft and the International Development Research Centre (a Canadian government development agency) and performed project management tasks
- Enhanced the SEO for a bed and breakfast, real estate agency, and other websites

EDITOR

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

October 2003–August 2004

Edited directives, 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. Gained Secret clearance.

EDITOR

DELOITTE TOUCHE TOHMATSU (NOW CARDNO EMERGING MARKETS), 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.

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

- Proficient in HTML, Drupal, WordPress, Movable Type, Twitter, Facebook Fan Pages and Groups, Tumblr, Google Analytics, Feedburner, SEO, Flickr, Picasa, YouTube, Foursquare, Reddit, Digg, Wiki markup, StumbleUpon, Klout, iMovie, and iPhoto
- Experienced with *The Associated Press Stylebook*, *The Chicago Manual of Style*, *The Government Printing Office Style Manual*, Modern Language Association (MLA) style, American Psychological Association (APA) style, and other style guides
- Have addressed audiences as large as 200 people on subjects including travel writing, social media, and online journalism