

Zach Everson

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JOURNALIST

FREELANCE; WASHINGTON, DC

September 2004–October 2013, February 2015–present

Focus on original investigative reporting about conflicts of interest at the Trump International Hotel Washington, D.C. and the president's other businesses. Representative works include the following:

- [1100 Pennsylvania](#), a newsletter that's broken stories about foreign-government officials, U.S. politicians, lobbyists, and businesses patronizing Trump properties. Scoops include reporting Nigeria's vice president, a firearms conference, and a Taiwanese political leader spent money at the D.C. hotel, as well as that evangelical customers enjoyed a previously undisclosed visit from the president. Subscribers include Congressional investigators, other journalists, watchdogs, and engaged voters. Typical open rate of at least 30 percent for the 270-plus issues. NBC News, *The New Yorker*, *The New York Times*, and *The Washington Post* are among the publications that have cited 1100 Pennsylvania's reporting.
- ["Power Tripping in the Swamp: How Trump's D.C. Hotel Swallowed Washington"](#) for *Vanity Fair*.
- Appearance on MSNBC's ["All In with Chris Hayes"](#) and other shows and podcasts.
- The 5,500-word ["Inside the World's Most Controversial Hotel"](#) for *Condé Nast Traveler*, awarded first place for travel news/investigative reporting in the 2018–2019 Society of American Travel Writers Foundation's Lowell Thomas journalism competition.
- ["Romanian Prime Minister Is Staying at Trump's D.C. Hotel"](#) for ProPublica and WNYC.
- ["What I've Learned Staking Out Trump's Washington Hotel"](#) for POLITICO Magazine.
- ["Trump Hotel Paid Millions in Fines for Unpaid Work"](#) for The Daily Beast.

Techniques for uncovering this information include

- cultivating human sources
- scrutinizing social media and other forms of open-source intelligence (OSINT)
- filing Freedom of Information Act (FOIA) requests
- reviewing court filings via Public Access to Court Electronic Records (PACER) as well as state and municipal databases for new and updates to litigation
- searching Federal Election Commission (FEC) filings for campaign expenditures

Previously reporting on travel, culture, and food, contributed to *Condé Nast Traveler*, Fox News, Lonely Planet, *The Wall Street Journal*, *USA Today*, Gawker Media's Gridskipper and Deadspin, and other outlets. Authored *Fodor's 2017 Washington D.C. guide's* dining chapter. Reported and wrote ["The future of the VA Medical Center in Louisville"](#) for *Medical News*, winner of the Society of Professional Journalists Louisville's award for best healthcare reporting of 2010.

Portfolio available at zacheverson.com/portfolio.

SENIOR EDITOR

MAPQUEST AND AOL; DULLES, VA

October 2013–January 2015

Launched editorial content on MapQuest (45 million monthly users), establishing a new voice and vision. Wrote, assigned, edited, produced, and promoted original content, features, and curated accounts of trending stories, focusing on where pop culture overlapped with travel. Developed and executed strategy for Facebook and Twitter, increasing engagement on both. Managed contributors and an editorial fellow.

EDITOR

EATER LOUISVILLE; LOUISVILLE, KY

November 2012–October 2013

Reported 20 posts a week for the city's go-to source of dining news. Attracted readers with original journalism at the forefront of the news cycle and savvy social media promotion. Published a newsletter that reached 2,000 subscribers. Recapped top stories weekly on 89.3 FM WFPL (public radio). Won Society of Professional Journalists Louisville's award for best independent blog.

DIRECTOR OF CONTENT AND EDITORIAL STRATEGY

LOUISVILLE.COM; LOUISVILLE, KY

January 2010–October 2013

Created and implemented editorial and social media strategy for hyperlocal entertainment news website. Oversaw as many as 30 contributors and five interns at a time. Visits grew 131 percent from 2009 to 2012. Appeared weekly on 102.3 FM The Max's morning show. Won Society of Professional Journalists Louisville's award for best independent website.

EDITOR

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

October 2003–August 2004

Edited directives, communications, and software assessments for the Department of the Army.

EDITOR

DELOITTE TOUCHE TOHMATSU (NOW CARDNO); WASHINGTON, DC

March 2002–September 2003

Edited reports on reproductive health for a U.S. Agency for International Development project.

EDITOR

BOOZ ALLEN HAMILTON; FALLS CHURCH, VA

August 2000–March 2002

Wrote and edited material about information assurance and human factors. Gained Secret clearance.

CLIENT SERVICES SUPERVISOR

FIRST UNION (NOW WELLS FARGO); CHARLOTTE, NC

August 1998–July 2000

Managed 16 representatives in the brokerage customer-service department.

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.

STAFF WRITER

THE DAILY TIMES CHRONICLE; READING, MA

May 1997–July 1997

Circulation of 2,500 daily

Reported on town government meetings and local events for the news department.

EDUCATION

WAKE FOREST UNIVERSITY; WINSTON-SALEM, NC

August 1994–May 1998

Bachelor of arts in English, journalism minor, *cum laude* (GPA: 3.24); news editor of student paper