

ZACH THORBURY

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SUMMARY

Creative writer and strategist with nearly 10 years of experience developing and executing fully-integrated advertising campaigns for local, national and global brands across various industries including entertainment, food & beverage, finance, healthcare and more.

EXPERIENCE

DIGITAS HEALTH | ASSOCIATE CREATIVE DIRECTOR | PHILADELPHIA, PA | 2021 - 2022

- Launched a global franchise campaign for a major pharmaceutical brand focused on HIV/AIDS treatment and prevention
- Developed strategic framework and wrote messaging for internal and external client communications in digital and print media
- Managed resource allocations and led a creative team of 4 writers and designers on fast-paced projects

TIERNEY | ASSOCIATE CREATIVE DIRECTOR | PHILADELPHIA, PA | 2018 - 2021

- Directed overall creative process from concept to execution for 10+ brands across entertainment, finance, food & beverage, healthcare, government and non-profit industries
- Led a cross-functional team of 15 writers, designers and editors, including project supervision, individual growth & development, resource allocation and hiring
- Researched cultural trends and analyzed key consumer data to ensure campaigns reached target audiences

RISE INTERACTIVE | SENIOR COPYWRITER & CONTENT STRATEGIST | CHICAGO, IL | 2017

- Developed digital brand campaigns for 5 clients across programmatic display and social media including Facebook, Instagram and Twitter
- Managed monthly brand content calendars and published 50+ editorial web articles via Wordpress
- Implemented SEO keyword research to increase brand reach and click-throughs

TIERNEY | COPYWRITER | PHILADELPHIA, PA | NEW YORK, NY | 2014 - 2017

- Worked with a team to develop brand standards for writing styles and client communications ensuring consistency in cross-media messaging
- Wrote for various media including digital, broadcast, print and out-of-home
- Collaborated with internal departments on integrated campaign launches while managing and mentoring a team of 5+ junior creatives

EDUCATION

PHILADELPHIA 4A'S | PHILADELPHIA, PA | 2014

Certificate • Institute of Advanced Advertising Studies

TEMPLE UNIVERSITY | PHILADELPHIA, PA | 2013

Bachelor of Arts • Advertising • Cum Laude

IMPERIAL COLLEGE LONDON | LONDON, UK | 2011

Foundation for International Education

VOLUNTEER WORK

AMY'S WALK | CO-FOUNDER | PHILADELPHIA, PA | 2007 - PRESENT

Fundraiser for the American Brain Tumor Association totaling more than \$100,000 to date

ENGLISH OPENS DOORS | ENGLISH TEACHER | SANTIAGO, CHILE | 2013

Volunteer program through the Chilean Ministry of Education