

PRODUCER / EVENT COORDINATOR / SOCIAL + BRAND STRATEGIST

ZAVI HARMAN

SKILLS

Strategy

Comms Planning, Consumer Segmentation
Consumer Journey Mapping, Creative Briefs,
Visual Storytelling, Qualitative Analysis,
Competitive Market Analysis, Social Media Analytics

Brand / Production

Electronic Press Kits, Website Building,
Public Relations, Final Cut, Adobe Premier
Pro Tools, Ableton, Logic Pro

Tools

Cision, Keynote, Adobe CC,
Qualtrics, Crimson Hexagon,
Mailchimp, Hootsuite, Buffer

ASK ME ABOUT

My band Spooky Cool and going on tour
with indie-rockstar Lucy Dacus

This random ASAP crew mansion party in Beverly Hills I went to

My live event production company PRSMCAT Presents being
voted the top live music festival and live show events in
Richmond, VA in 2022

My Black Lab, Husky, Australian Shepherd pup named Howdy!

EDUCATION

VCU Brandcenter

M.S. in Business, May 2020

Concentration: Strategy
GPA: 3.5

Virginia Commonwealth University

Bachelor of Arts, December 2015

Major : Religious Studies, Minor: Psychology
Overall GPA: 3.78, GPA in Major: 4.0

EXPERIENCE

The Martin Agency

Content Producer | 2022

- Manage the production of digital campaigns for GEICO, Hanes & VA Tourism
- Create and manage large-scale production schedules & budgets
- Coordinate with outside vendors to collect various bids for projects
- Coordinate with SAG talent & agents

Arts & Letters (Freelance)

Post-Producer | 2021

- Prototyped and developed spots for Google, NBA, & ESPN
- Oversaw and managed multiple teams of editors, assistant editors, animators & storyboard artist on daily basis and facilitated production of assets for clients
- Managed post-production project budgets and scheduling
- Oversaw production of UI assets for mobile phones and laptops
- Facilitated remote work edit sessions between creatives and editors

The Marketing Mixtape

Strategist | 2018 - 2020

- Consulted clients on music release strategies and branding
- Developed social media advertising curriculum and strategy for clients
- Created websites and press kits for clients
- Prepared press releases and conducted public relations for clients
- Planned and coordinated events for album release shows
- Directed and edited music videos for promotional content for clients

The Innerworks Center (Nonprofit)

Marketing Coordinator | 2016 - 2018

- Oversaw content development for all digital communications and online platforms including the website, blog, social media accounts, and e-newsletters
- Created, maintained, and executed a carefully planned editorial calendar for all online marketing and social media campaigns
- Acted as liaison between the organization and outside media outlets through strategic ad targeting and ad purchases across social media
- Managed branding and visual identity with organizational messaging and marketing assets such as photography, video, and testimonials
- Worked with partner organizations to develop and maintain mutually beneficial cross-promotional content