

{ Zac Garver }

✦ Writer

✦ Asks tough questions

✦ Savvy creative

✦ Dribbles on self infrequently

Experience

Kasasa

Nov 2015 - Current (Austin, TX)

Lead B2B copywriter — email marketing, direct mail, blogs, sales funnels, collateral, video production, digital advertising.

Freelance

July 2010 - Current

Magazine contributor, advertising, marketing, collateral, websites, speaker bios, editorial, e-commerce, email.

DaniJohnson.com

Oct 2012 - April 2015 (Kerrville, TX)

Direct response copywriter — marketing automation, digital advertising, websites, e-commerce, email.

WorldVentures

July 2011 - Oct 2012 (Plano, TX)

Marketing and communications copywriter — travel writing, magazine contributor, marketing, press releases.

Results

- ✦ Developed 3 new hires into a high-functioning team of B2B creatives
- ✦ Planned and launched e-commerce site Vaudeville.com
- ✦ Managed three online campaigns that generated \$82k
- ✦ Increased monthly member subscriptions by 600%
- ✦ Built lead routing system that increased conversions by 800%
- ✦ Ran Facebook ad campaign that garnered \$56k and 18.5k leads
- ✦ Wrote print ad campaign that generated \$26 million in product orders

Creative Skills

Copywriting

Journalism

Advertising

Publishing

Multimedia

Sales Funnels

Brainstorming

Critique

Technical Skills

WordPress

MS Office

Markdown

Adobe CS5

HTML 5 + CSS

Plan B Skills

Bartender

Welder

Game designer

Voice actor

Roadie

Degree

Pratt Institute — Class of 2009

BFA — Writing