ZACK ANDERSON

EXPERIENCE

Various positions, Cedars/ReadCedars.com (student news organization)
Cedarville University, Cedarville, OH (08/10 – 01/14)
- **Reporter – News (08/10 – 07/11):** Reported campus news, event, and feature stories
- **National/International Editor (08/11 – 05/13):** Inaugural editor of section focused on localizing important issues to the student body; mentored reporters; started an initiative to produce original information graphics for the print publication
- **Assistant Managing Editor (08/12 – 05/13)**: Trained other editors to use our website CMS and created a how-to guide; first staff member to begin strategically managing social media, with our Twitter following more than doubling in first year; covered high-profile trustee meetings; for entire staff's work, Cedars was recognized as the best non-daily college newspaper in the state at the 2014 Ohio Newspaper Association's Collegiate Newspaper and Best Website Competition
- **Managing Editor (05/13 – 01/14)**: Oversaw all aspects of the organization, both print and online; led a team of 14 editors and directors; recruited other editors; revamped our print publishing process; launched a new page in our print issue to promote our digital products; started partnership with student radio station; covered breaking news

Publications/Public Relations Intern, Ohio Newspaper Association (ONA)
Columbus, OH (06/13 – 08/13)
- Produced a variety of journalist's guides and resources using Storify.com and created page on website to promote them
- Integrated another organization's website into ONA's, evaluating content and creating pages and menus in WordPress
- Created RSS feed for ONA homepage using WordPress plugin
- Managed social media (Facebook, Twitter, and online newsletter) while supervisor out of office

Student Help Desk Worker, Cedarville University's Information Technology
Cedarville, OH (08/12 – 05/13)
- Used PowerPoint and Adobe Captivate to produce and publish a set of 12 video technology tutorials for new students
- Assisted faculty and staff with Google Apps for Education and shadowed supervisor in training session
- Helped users with technology over the phone
- Answered phone and transferred calls as necessary
- Used HTML in web content management system to write and edit computer help pages

Technical Documentation Intern, Northwoods
Dublin, OH (06/12 – 08/12)
- Led training session for documentation team on Adobe Illustrator and Photoshop and produced training guides
- Created quick reference guide for training team for printing PowerPoint notes
- Wrote image use best practices guide and reduced image library of around 1600 by half
- Planned company's first HTML help system, an interactive quick reference guide for a tablet application

View more of my experience online at linkedin.com/in/zanderson91.

COMPUTER SKILLS

Adobe Creative Suite	Facebook Pages
Adobe Captivate	TweetDeck
Basic video and audio editing (Adobe Premiere and Audition)	Storify.com
WordPress.org	HTML and CSS
Google Blogger	Microsoft Office Suite

EDUCATION

Cedarville University, Cedarville, OH
Bachelor of Arts in Technical and Professional Communication
Bachelor of Arts in Journalism, Convergent Concentration
Graduation: May 2014
GPA: 4.0

RELEVANT COURSES

Instructional Design I and II	Advanced Newswriting/Reporting for Print
Designing Online Information I and II	Advanced Newswriting/Reporting for Broadcasting
Designing Technical Reports	Feature-Writing
Technical Marketing Communication	Television News Production
Visual Rhetoric	Editing and Design
Production Tools for Technical Communication	Special Topic: Covering Political Campaigns
Graphic Design for Non-Majors	Networked Audience
Technical Editing	Designing Solutions for New Audiences

HONORS & ACTIVITIES

Dean's Academic Scholarship
Academic Excellence Award
Dean's Honor List, every semester
Symphonic Band and Horn Quartet
Senior French Horn Recital, February 2014

TPCu, Technical and Professional Communication Organization
- President, 2013 – present
- 2nd Vice President, 2012 – 2013
- Best Junior Portfolio Award, 2013
- Best Sophomore Portfolio Award, 2012