

ZACHARY J. SWARTZ

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EXPERIENCE

• OHIO STATE FOOTBALL

DIRECTOR, CREATIVE MEDIA & POST-PRODUCTION | 2017 - PRESENT

- Oversee all creative initiatives & produce video content for social media & internal purposes
- Co-direct "Platforms" program, which provides student-athletes with tools to leverage their personal platform & grow their individual brand equity
- Manage all Ohio State Football social media platforms, including Twitter, Instagram & Facebook
- Oversee creative team of four full-time staff members & multiple student interns
- Manage multimedia & audio-visual needs inside football facility
- Manage operating budget for Ohio State Football creative media department

DIRECTOR, NEW & CREATIVE MEDIA | 2016 - 2017

- Led all social media and recruiting initiatives for Ohio State Football
- Produced engaging short-form video content for recruiting & marketing purposes
- Launched official Ohio State Football Twitter account from scratch
- Managed creative team of two full-time graphic designers & two student video production interns
- Managed operating budget for Ohio State Football creative media department

• UNIVERSITY OF ARKANSAS ATHLETICS

SENIOR PRODUCTION MANAGER, VIDEOBOARDS & CONTENT | 2015 - 2016

- Oversaw all live production & pre-produced content for videoboards at multiple venues
- Oversaw production for social media & recruiting video content
- Led implementation process for installation of new videoboards at multiple venues
- Produced full ESPNU, SEC Network & videoboard broadcasts in state-of-the-art control room as producer, technical director, graphics operator, replay operator & camera operator
- Primary contact for digital sponsorship activation with IMG College
- Supervised 3 full-time producer/editors & 30+ student assistants

PRODUCTION MANAGER, WEB & SPECIAL PROJECTS | 2014 - 2015

- Oversaw all multimedia & video production for web & social media
- Produced full ESPNU, SEC Network & videoboard linear & digital broadcasts
- Designed animations & still graphics for use in live videoboard productions
- Managed official Razorback Sports Network Twitter account
- Worked on weekly football & men's basketball coaches' television shows
- Supervised & trained staff of 20-30 student assistants

PRODUCER / EDITOR | 2012 - 2014

- Produced promotional & feature content for web, social media & videoboards
- Technical director for live videoboard shows for basketball & baseball

EDUCATION

- **UNIVERSITY OF ARKANSAS**
M.ED. RECREATION & SPORT MANAGEMENT | 2012
- **OHIO UNIVERSITY**
B.S. JOURNALISM | 2010

SKILLS

PREMIERE	LIGHTROOM
AFTER EFFECTS	ILLUSTRATOR
AVID	INDESIGN
FINAL CUT	SONY FS7
PHOTOSHOP	SONY A7S