

# ZACHARY J. SWARTZ

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## EXPERIENCE

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### • ENDEAVOR / WME SPORTS

SENIOR PRODUCER | MAY 2021 - PRESENT

- Service all WME Sports athletes & properties clients through video production, social strategy & digital marketing campaign planning & execution
- Lead video producer for content on WME Sports social channels to promote clients across all sports
- Work directly with agents to recruit new marketing & on-field clients
- Oversee one full-time videographer & hire/manage freelance producers

### • OHIO STATE FOOTBALL

DIRECTOR, CREATIVE MEDIA & POST-PRODUCTION | 2016 - 2021

- Oversaw all creative initiatives & produced video content for social media, marketing, recruiting & internal
- Founded & directed “Platforms” program, which provided student-athletes with training, tools & personalized content to build their individual brands
- Managed all Ohio State Football social media platforms, including full launch of official Twitter account
- Oversaw creative team of 4 full-time videographers & designers & multiple student interns
- Managed operating budget for creative media department
- Managed multimedia & audio-visual needs inside football facility

### • UNIVERSITY OF ARKANSAS ATHLETICS

SENIOR PRODUCTION MANAGER | 2015 - 2016

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

PRODUCTION MANAGER, WEB & SPECIAL PROJECTS | 2014 - 2015

- Oversaw content production for web & social media
- Designed animations & still graphics for use in live videoboard productions
- Managed official Razorback Sports Network Twitter account
- Helped produce 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

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