

# ZACK ALTSCHULER

Video Editing, Social  
Marketing & Photography

## PERSONAL PROFILE:

I am a visually-oriented content creator with an eye for design, a passion for e-commerce and improving creative processes. I have an expertise in creating high-quality content that converts.

## PROFESSIONAL SKILLS:

- Video Editing
- Photo Retouching
- Photography
- Graphic Design
- Social Media Management
- Paid Media & SEO
- HTML & CSS
- Shopify Plus
- Google Analytics & Search Console

## CONTACT DETAILS:

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## EMPLOYMENT HISTORY:

### PBLA VENTURES, LLC

Founder

April 2020 - Present

- Conceptualized and launched a house of e-commerce brands, overseeing product, marketing, paid media and fulfillment
- Scaled first brand to **120k in revenue** in the first 2 months of operation
- Lead Paid Media efforts and **achieved a 2.9 ROAS**
- Utilized Google Analytics to track visitor flow and interaction on website
- Oversaw SEO and traffic driving strategy
- Created GTM strategy for monthly product drops
- Built full service Shopify sites, adding custom HTML and CSS

### THERAGUN / THERABODY

Video Editor & Assistant Designer

November 2019 - June 2020 (COVID-19 Layoff)

- Produced global campaign, social, and targeted video ads for paid media resulting in a **25% sales increase**
- Managed and produced influencer shoots; styling, art direction, editing and managing assets
- Assisted and strategized on social media content, achieving an **increase of ~15k followers**
- Designed visual and editorial content for display in print and web

### ZACK ALTSCHULER MEDIA

Content Creation

February 2012 - Present

- Creator for Brands: Super73, Spigen, Natalies Orchid Island Juice, Patagonia Cerveza, Blenders Eyewear, Moosejaw, and more
- Editor for United Airlines "#UnitedJourneyContest", 5 recap videos with social assets. **10m campaign impressions** and **20% increase on social**
- 1 of 15 photographers selected for the Red Bull Illume National Collegiate
- Filmmaker for Apex Boot's national advertising campaign, social and print
- Product photographer for various e-commerce brands

### BEAUTIFUL DESTINATIONS

Creative Intern

June 2017 - August 2017

- Social content creator for Waldorf Astoria Hotels & Resorts, The Luxury Collection, and various other clients; generated **250,000+ views in 24hr**
- Repurposed long-form content into digestible short-form bites leading to increased audience engagement which generated over **5million views**

### TETON GRAVITY RESEARCH

Post-Production Intern

June 2016 - August 2016

- Created and produced "BuzzFeed" style videos for social using repurposed TGR content which collectively received **1.5million+ views**
- Worked directly with the marketing team to create twenty-six bike review videos for TGR clients
- Ideated on special projects with CEO, graphic designer, cinematographer, and marketing team

## ACADEMIC BACKGROUND:

### UNIVERSITY OF COLORADO BOULDER - CLASS OF 2018

B.A in Media Production, Minor in Technology Arts

- President of Boulder Freeride Ski & Snowboard Club ('17-'18')
  - Responsible of overseeing all operations of the club, which includes the supervision of 18 Board of Directors, communicating with the University, booking and planning trips, sponsor relations and overseeing financials.
- Social Media Director ('16-'18')
  - Responsible for creating content of all club events and trips as well as managing all social channels and paid media