Zach Gardner

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Work Experience

Auburn High School / Sumner High School | February 2023 – Current
Junior Varsity Soccer Coach / Substitute Teacher

- Fostered a positive and inclusive team culture, emphasizing sportsmanship, discipline, and teamwork
- Designed conditioning programs and training sessions to teach techniques and tactics for in-game use
- Evaluated individual knowledge, skills, and strengths to build formations and maximize talent
- Received commendation from administration for reigniting a passion for the struggling soccer program
- Took a last place team to a consistently competitive one that plays with passion and a shared mission
- Won the team 2023 sportsmanship award, as voted on by fellow league coaches

MLB Trade Rumors | September 2019 – June 2020
Social Media Coordinator / Content Creator / Graphic Designer

- Managed the Instagram account for MLBTR – a baseball site dedicated to the latest MLB news that is read by fans, agents, MLB players, and even front office members
- Analyzed follower treads and post on a daily and consistent rate while producing all the graphics, written content, and managing prize giveaways, all to drive traffic the website and grow the community
- Utilized Instagram Stories where I link the latest articles from our site, and also post daily baseball trivia questions daily to keep users engaged even on slow news days
- Increased total followers by 38% and raised user engagement to a consistent 6%
- Remain unbiased to maintain the brand voice when creating content or interacting with followers

MLB Trade Rumors / Pro Football Rumors | July 2015 – September 2019
Content Creator

- Edit photos that help drive traffic to the MLBTR/PFR website, Twitter, and Instagram pages
- Was asked to work on Pro Football Rumors due to the quality and timeliness of my work
- Occasionally handle writing social media posts on Instagram
- My content increased page views and the MLBTR Instagram gained ~18k followers during my tenure

Distiller | July 2018 – October 2018 | Seattle, WA
Social Media Intern

- Monitored and managed content on Twitter and Instagram accounts
- Drove engagement to grow Distiller's reach and increased followers by 8%
- Assisted with editing product photos and graphics for social media posts
- Data entry and online research to expand the liquor database for their website

Education

Bachelor of Arts in Communication - Advertising
Washington State University | Pullman, WA

Summary of Skills

- Microsoft Office
- Content management – AI, Adwords, Wordpress, Similarweb, Hubspot
- Social Media – Instagram, Twitter, Reddit, Facebook, Snapchat, YouTube, TikTok,
- Adobe – Photoshop, Illustrator, InDesign, After Effects
- E-commerce – Research, brand building, customer service, inventory management
- Budgeting & planning, adaptability, creative problem solving, communication & negotiation skills
- Spanish – Intermediate