

ZACK KUSHNER

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PORTFOLIO: WWW.XZACKLY.COM

FOUNDER & DIRECTOR OF STRATEGY AT XZACKLY PROFESSIONAL WRITING '97– *PRESENT*

Serving industries from high-tech to Hollywood by translating ideas into accessible, compelling communications. Clients include:

ALAMO DRAFTHOUSE: Inspiring a righteous phalanx of aspiring film fanatics via an original business plan to award degrees in film geekdom, make cinema social, and put butts in seats.

CASK: Communicating a big data company's reliable yet lively brand by leading a multi-stage process to dream up, evaluate, and build buy-in around a new name with longevity.

COLLEGE BOARD: Getting students into college by getting students, as a start, into the possibility of college—offering advice and extending aid via an archive of on-line articles.

DOCKYARD: Getting the point across with potency isn't optional when your business is building apps for Netflix and Nasdaq—it's essential for a successful web refresh.

GLIFFY: Stealth-marketing a diagramming app by concocting clever infographics and other content and seeding it through social media and high-traffic blogs, including Gizmodo.

HBO: Building buzz for the second season of *Boardwalk Empire* via a Prohibition period-accurate crossword puzzle delivered inside major New York metropolitan newspapers.

MSN: Drawing internet attention to the seven-continent Live Earth concerts for climate in crisis by running the event's official blog—the festival's most cost-effective outreach effort.

OAKLAND MUSEUM OF CALIFORNIA: Making the case for donating \$85 million to OMCA, the only museum creating the space where we're all the potent antidote to divisiveness.

SAINT MARY'S SCHOOL: Building and activating a brand for the only school teaching kids to ask "what" and "why" in a way that proves they're an essential part of the answer to "how."

SFpark: Amplifying public buy-in for an innovative U.S. DOT-funded project by proclaiming the mad genius of using demand-based pricing at meters to reduce traffic.

SONY: Introducing Music Unlimited streaming services with a series of videos and unveiling the latest Bravia home electronics through interactive on-line showcases.

TOYOTA: Cultivating Scion owners' rabid brand loyalty by composing an integrated campaign of newsletters, banners, mini-sites, contests, and other on- and off-line content.

WALTER & ELISE HAAS FUND: Maximizing impact without ego as communications director, developing branding, messaging, strategy, and story to advance philanthropic goals.

{INSERT NAME DROP HERE}: Screenwriting on behalf of, developing projects with, and apprenticing alongside a series of Hollywood directors, writers, actors, and producers.

ASK.COM

ADOBE

GAP INC.

NEW YORK TIMES

STARBUCKS

COLLEGE BOARD

3COM

T.I.A.A.

CERTIFIED SCRUM MASTER

2014

BACHELOR OF ARTS IN FILM, UNIVERSITY OF CALIFORNIA, SANTA CRUZ

1994