

# zachary souza

## EXPERIENCE

### Videographer/Photographer

Freelance Mar 2020-Present  
Boston, MA

- Lead the launch, strategy, and production of YMCA GO, the YMCA of Greater Boston's online fitness platform. Built a library of over 2,500 videos and grew our audience to 1,300 daily users using audience learnings from performance metrics
- Worked on every aspect of the production pipeline from the initial concept to the final edit
- Shot a variety of projects from run-and-gun to multi-day on-location shoots
- Created promotional videos for connected TV and paid social

### Jr. Art Director

Zozimus Jan 2017 - Mar 2020  
Boston, MA

- Concepted, pitched, and delivered ideas from a 10-second TikTok to multi-market campaigns
- Blended client assets with my own photos & videos to deliver high-engagement content
- Quickly learned new techniques and tools as clients needs grew and changed

### Social Media Creative Strategist

Zozimus Apr 2015 - Jan 2017  
Boston, MA

- Developed organic and paid social media strategies for clients in technology, healthcare, CPGs and pet food
- Monitored daily social trends to produce engaging, in-the-moment content
- Analyzed performance metrics to improve content strategies for future campaigns
- Created a variety of collateral for clients including info-graphics, social media templates, motion graphics and PPC ads

## CONTACT

Boston, MA  
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## PROGRAMS

Premiere  
Davinci Resolve  
Final Cut Pro  
After Effects  
Lightroom  
Photoshop  
Capture One  
Illustrator  
Microsoft Office

## EDUCATION

**Suffolk University**  
BSBA, Marketing