

ZAC ANDERSON

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RELEVANT EXPERIENCE

Artistic Director January 2019 – Present
Curtain Up Theatre Camp Minneapolis, MN

- Founded and led a summer theatre company producing multiple musicals annually, overseeing creative vision, budgeting, scheduling, and marketing.
- Designed and executed marketing campaigns including email newsletters, social media strategy, and promotional videos.
- Managed cross-functional teams of directors, choreographers, and designers to deliver high-quality productions on time and within budget.

Box Office Specialist & Social Media Manager Sept 2021 - May 2025
Wake Forest University Department of Theatre and Dance Winson-Salem, NC

- Managed ticketing operations, FOH logistics, and lobby coordination for 10+ annual performances.
- Managed social media content for @wfu theatre across Instagram, Facebook, X, YouTube, and TikTok, increasing engagement through targeted campaigns and analytics tracking (Meta Business Suite, Google Analytics)
- Created promotional materials, coordinated press outreach for productions, and maintained cohesive brand messaging across all platforms.

Director of Public Relations March 2023 - March 2025
Hit the Bricks Winson-Salem, NC

- Led PR strategy for Wake Forest's largest annual fundraiser, producing graphics, videos, email newsletters, and branded merchandise to drive 1,700+ registrations and \$300K+ in donations annually.
- Designed graphics, videos, and branded merchandise; managed multi-platform social media presence.

Director of Public Relations September 2022 - May 2024
Anthony Aston Players Winson-Salem, NC

- Managed social media, graphics, and promotional videos for theatrical productions and events.
- Designed posters and digital assets using Photoshop, Illustrator, and Canva to align with show branding.

Campus Manager Oct 2022 - April 2025
Fresh Prints Winson-Salem, NC

- Managed \$100K+ in apparel sales for campus, Greek, and student-led organizations at multiple universities.
- Designed custom merchandise to meet client branding needs, overseeing production timelines and order fulfillment.
- Maintained client communication from initial outreach to delivery, ensuring accuracy and satisfaction.

Front of House Manager July 2025 - Present
Theatre Aspen Aspen, CO

- Lead front-of-house operations including usher coordination, patron services, and concession sales for professional summer theatre productions, working with producers Jed Bernstein and Britt Marden
- Acted as liaison between production staff and audiences, resolving issues quickly to maintain a positive theatre-going experience.

EDUCATION

Wake Forest University – *Bachelor of Arts in Marketing Communication* May 2025
Minors: Theatre & Entrepreneurship Winston Salem, NC

Relevant Coursework: Content Marketing & Analysis, Theatre Management, Integrated Marketing Strategies for Nonprofits, Directing, Writing for PR & Advertising, Advanced Campaigns, Studio Production, Design-Thinking and High Performance Teams

SKILLS

Adobe Creative Suite	Drone Pilot	Meta Business Suite
Final Cut Pro	Vendor & Contract Negotiation	Microsoft Office
Canva	Project/Event Management	Google Drive
Budget Management	SEO & Google Analytics	Kind Human

References Available Upon Request