



ZACH TAIJI

PUBLICIST, MARKETER, DESIGNER

PROFESSIONAL SKILLS

Social media marketing
Public relations
Web design
Graphic design
Writing
Marketing and PR strategy
Project management
WordPress
Photography
Adobe Creative Suite
Microsoft Office and iWork

PERSONAL SKILLS

Multitasking
Hard worker
Detail oriented
Goal oriented

CONTACT

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SOCIAL

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@azntaiji

ABOUT

With 7+ years of experience working in PR and marketing, my current role requires me to strategize, execute and manage all aspects of a campaign, including: media communications and outreach, social media marketing, graphic design (print, digital, web), written content development, and market research. I'm also a writer and photographer by night.

WORK EXPERIENCE

SENIOR PUBLICIST

PulpPR | March 2013 — Present

My work at the firm has included strategy, PR (traditional media and bloggers), graphic design (digital, print, infographics), research, social media and various forms of writing (thought leadership content, ghost written articles), but current primary role is in project management.

ACCOUNT EXECUTIVE

Social Radius | June 2011 — November 2013

Providing social media marketing and PR services to a wide variety of clientele - focused on mostly tech/ internet startups, and occasionally public/entertainment figures. Services include social media community management (growth, content, engagement, and outreach), pitch writing, blogger outreach, traditional media placement, analytical reports, database development and research, social ad campaign management, web design, viral video marketing, and campaign strategy.

EDUCATION

PENINSULA COLLEGE, STUDIED AAS-T IN MULTIMEDIA COMMUNICATIONS

2008 - 2011

SEQUIM HIGH SCHOOL, HIGH SCHOOL DIPLOMA

2004 - 2008