

# Zak Salih

**Dynamic, deadline-driven senior copywriter with 15+ years of multi-channel experience**

703.338.0011 | salihzm@gmail.com | zmscopy.com  
4036 7<sup>th</sup> Street NE, Washington, DC 20017

## **EXPERIENCE**

### **Senior Copywriter | Wondrium/The Great Courses May 2018 to Present**

- Write strategic messaging to boost conversions, lower CPAs, and raise engagement
- Collaborate with designers and creative directors to take multi-channel communication strategies from ideation to execution to final delivery
- Cultivate and maintain productive relationships with internal teams/departments
- Adapt messaging strategies to better align with new data/research
- Apply new brand voice to all channels/touchpoints, and train internal teams on usage
- Manage a direct report (Marketing Copyeditor/Copy Manager)
- Copy projects: SEO paid search, landing pages, video scripts, paid/organic social ads (Facebook, Instagram, Twitter, Reddit), static/GIF ads, banner/rotator ads (FireTV, Roku)

### **Freelance Copywriter | Various Clients January 2012 to Present**

- Write marketing copy and strategic communication pieces for companies of all sizes
- Maintain existing client relationships and acquire new business opportunities
- Transform technical information from SMEs into messaging for non-technical audiences
- Edit and proofread blogs (500+ words)/reports (30+ pages) for style and consistency
- Copy projects: web copy, emails, blog posts, paid/organic social ads, video scripts, billboard copy, mail flyers, brochures, marketing collateral
- Select clients: Strayer University, ICF, The Washington Post, The Great Courses, CleanChoice Energy, Kajeet, TBF Consulting, Leading Edge, Abbott/Klar Realtors

### **Copywriter | The Washington Post February 2012 to January 2017**

- Wrote print/digital copy advertising Washington Post products and services
- Collaborated with internal teams on communication strategy for marketing campaigns
- Developed UX language and messaging architecture for new digital subscription model
- Copyedited sponsored content from outside vendors to run in The Washington Post
- Copy projects: sales sheets, static/dynamic web ads, in-paper promo ads, advertising comps, B2B/B2C emails, radio scripts, media kits, branding initiatives

**Senior Copywriter | The Great Courses**  
**June 2010 to February 2012**

- Continued to perform all Copywriter duties as outlined below
- Collaborated with senior leaders/external vendors on extensive re-branding project
- Managed a direct report (Marketing Copyeditor/Copy Manager)
- Copy projects: PR campaigns for course launches, packaging materials for retail experiments (Barnes & Noble/Costco), company culture book, web site redesign

**Copywriter | The Great Courses**  
**March 2008 to June 2010**

- Crafted messaging for aggressive print/digital campaigns as only in-house copywriter
- Transformed the complex ideas of SMEs into engaging, direct-response catalog copy
- Collaborated with senior leaders and internal stakeholders on messaging strategies
- Edited/revised work of freelance copywriters to ensure adherence to brand voice/style
- Helped organize/implement extensive project to rewrite all course-related copy
- Copy projects: print/digital ads, mailers, B2C emails, V/O scripts, internal comms

**Research/Editorial Assistant | The Great Courses**  
**February 2007 to March 2008**

- Edited complex course subject matter down into clear, comprehensive outlines
- Executed detailed research/fact-checking assignments for content supervisors
- Developed and managed relationships with professors and other SMEs
- Designed process to streamline cross-team and inter-departmental research
- Onboarded and trained new Research/Editorial Assistants at the company

**Staff Writer | Office of University Relations, The George Washington University**  
**September 2006 to February 2007**

- Reported on news and public events for faculty/staff newspapers and web site
- Transformed the ideas of professors and other SMEs into brief, engaging stories

**EDUCATION**

MA in English | University of Virginia | 2006

BA in English, BA in Print Journalism | James Madison University | 2004

**REFERENCES**

Available upon request