

## Zach Linge

**Summary:** Highly skilled creative leader with experience in communications, writing, editing, and content strategy. Proven ability to lead and mentor teams of writers and designers, while crafting effective messaging across multiple channels. Passionate about translating complex ideas into compelling and accessible language.

### Professional Experience

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**Visiting Assistant Professor of English** | Meredith College | 2022 – present | Raleigh, NC

- Head “Marketing the Major” branding committee for the Department of English
- Member of “Who We Are” college structuring and branding committee for the College of Arts & Humanities
- Offer undergraduate courses in critical reading and writing, principles of writing, and disability in literature
- Write and publish cultural essays on topics such as disability representation in media and literature

**Branding Consultant** | Self-employed | 2012 – present | Raleigh, NC

- Consult with C-suite executives to develop brand guides that encompass brand identity elements such as logo design, voice, and editorial style
- Provide research-based advice on naming, storytelling, messaging, strategy, positioning, and visual identity for personal, professional, and company-wide branding projects
- Edit and write copy for websites, social media platforms, marketing materials, and executive communications
- Work with clients across various industries such as energy, education, healthcare, and publishing

**Senior Editor** | Bulletin Intelligence | 2021 – 2022 | Raleigh, NC (remote)

- Wrote, edited, and published daily news-analysis briefings for the Vice President and First Lady of the United States
- Collaborated with other editors to write, edit, and publish daily briefings for the President of the United States and senior White House personnel
- Researched current events and narrative biases in news coverage across multiple sources

**Editor-in-Chief** | Southeast Review | 2017 – 2021 | Tallahassee, FL

- Edited both staff writers and freelancers, with a focus on literature and creative writing but editing across a variety of subjects and story types
- Coordinated with section editors and other colleagues on short- and long-term story planning
- Conducted structural and line editing, and put the finishing touches on pieces with headlines, art, and social-media sells
- Trained staff in copy fundamentals and edited their work for adherence to company brand

### Education

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**PhD** in English, Creative Writing | Florida State University | 2021

**MA** in English | The University of Texas at San Antonio | 2017

**BA** in English | The University of Texas at Austin | 2015

### Skills

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- Experience writing and producing a range of marketing and executive communications assets
- Experience supervising and delegating work successfully within collaborative teams, with a proven ability to provide effective creative feedback on work and help junior talent grow and improve
- Conceptual and strategic thinking with the ability to balance creativity and innovation with business objectives
- Clear, concise writing, with the ability to distill complex ideas into easily understood language
- Excellent project management and interpersonal skills, with a proven ability to juggle multiple projects and manage competing priorities and tight deadlines