

ZACK SHAW, PHD

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SUMMARY

Accomplished, driven, and organized professional with over 15 years of editorial and writing experience across editing, content marketing, teaching, and tutoring positions. Additional experience as an expert in media research and production. Proven capabilities in writing and editing diverse content for leading B2B and B2C brands, focusing on organization, structure, SEO, tone and voice, clarity, consistency, quality, and style adherence. Leverages skills as a methodical critical thinker and communicator to lead, train, and collaborate with team members, supporting the success of client partnerships. Helps organizations achieve operational excellence and long-term success, with proven aptitude for refining innovative, scalable solutions and AI tools, exceeding client and company expectations.

Editing and Proofreading | Written Communication | Content Marketing | Content Strategy Implementation | Storytelling | Quality Assurance | Thought Leadership | SEO | People Management | Resource Management | Content Management Systems | Professional Development | Digital Innovation | Teaching | Film and Media Research | Rhetoric and Composition | Infographic Production | Technical Writing | Video Production | Higher Education | Inductive and Deductive Reasoning | Academic Thinking | Public Speaking | Multitasking

EXPERIENCE

CANNONBALL CREATIVE, Boynton Beach, Florida

Freelance – Editorial Practice Lead, 01/2025 – present

- Manage editorial processes and production, sending assignments to freelance writers and coordinating with project managers.
- Conduct copyediting (line-by-line editing for concision, clarity, and style) and developmental editing (holistic editing for structure, organization, narrative goals, etc.) for various marketing materials and assets, including white papers, articles, infographics, webpages, AI-generated content, social posts, sales decks, etc.

RAVN RESEARCH, Boynton Beach, Florida

Freelance Editor, 01/2025 – present

- Edit various research-oriented and statistics-driven marketing materials as a developmental editor (holistic editing for structure, organization, narrative goals, etc.) and as a copyeditor (line-by-line editing for concision, clarity, and style).
- I also produce ghostwritten content housed on popular publications like Forbes.

SKYWORD, Boston, Massachusetts

Executive Editor, 08/2021 - 12/2024

- Served as a business partner to 25 businesses—including Verizon, Capital One, and GE HealthCare—making recommendations about the overall direction of content based on standards throughout competitive landscape and each client's unique perspective.
- Oversaw the editorial calendar and content journey, from ideation and SEO through asset delivery, working on 2,000+ pieces of content, including articles, infographics, white papers, eBooks, and videos.
- Edited content marketing stories in 2 bookend stages: developmental editing (initial editing for goal adherence, clarity, organization, and voice) and proofing (polishing copy for delivery to clients).
- Managed 500+ freelance writers and editors across the content production cycle.
- Refined Skyword's new AI tools for content creation, led 5 demos to show how they work in pitches to clients, and trained other team members to learn how to use them.
- Redesigned Verizon's customer success stories program, meeting with Verizon-partnered institutions, conducting interviews, and creating compelling narratives.
- Led the full suite of 13 GE HealthCare content creation programs, directing all editorial operations as a strategic partner.
- Launched 6 new content creation programs, providing initial strategy recommendations and complete analysis of the competitive landscape for editorial (tone and voice, style guidelines, linking strategy, etc.) and SEO.
- Received a promotion and honors at 5 all-hands meetings for exceeding expectations.

IMAGETEXT: JOURNAL, Gainesville, Florida

Managing Editor, 07/2017 - 08/2021

- Managed and oversaw the journal's 20 editors, dozens of peer reviewers, and several support staff, as well as the editorial pipeline.
- Contacted external scholars in relevant fields for potential peer review for article submissions to the journal.
- Assigned both article and book review submissions to editors across multiple rounds of revision.
- Directed and trained 4 book reviews editors and assigned copy editors with additional editing for book reviews.
- Edited book reviews and accepted article submissions for publication in journals.

- Contacted publishers for acquisitions for books that journal had targeted for book review.

UNIVERSITY OF FLORIDA, Gainesville, Florida
Instructor and Research Assistant, 08/2017 - 08/2021

- Taught 11 advanced writing and film studies [courses](#) as the sole instructor of record for 300+ students.
- Designed full course syllabi with innovative course units based on survey research, and constructed inventive classroom activities and lesson plans that cultivated learning and facilitated overall course goals and objectives.
- Developed 2 advanced courses from scratch with my own educational materials.
- Coached 2 new instructors in a classroom environment and mentored them on their journeys toward teaching their own courses.
- Produced 3 published research articles and 10 conference presentations on the intersections of media ecologies and composition, with emphasis on the materials that make up audiovisual media, their ontologies, and how creators use them situationally to reconstruct the real.
- Researched, wrote, and defended my dissertation: *Media Ecologies and Composition: The Animated Sequence and Rhetorical Potential of Media*.

NORTHEASTERN UNIVERSITY WRITING CENTER, Boston, Massachusetts
Senior Writing Tutor and Marketing, Programming, and Outreach Coordinator, 06/2014 - 05/2017

- Coordinated all outreach programs run by the center, including One Day One Goal, an ESL creative writing group, National Day on Writing events, collaborations with student organizations, undergraduate classroom workshops, and more.
- Tutored 1,000+ Northeastern undergraduate and graduate students to help improve overall writing skills.
- Conducted in-depth analysis as part of the NURIG research inquiry group, leading to the identification of 3 key tutoring strategies that enhanced student engagement and improved overall writing proficiency for participants.
- Wrote and narrated a voice-over script for a promotional video and supported video production.

NORTHEASTERN UNIVERSITY CENTER FOR STEM EDUCATION, Boston, Massachusetts
Program Implementation Coordinator, 06/2013 - 08/2017

- Proposed and implemented an after-school creative writing / journalism program for 100+ middle school students.
- Oversaw and implemented programs like NUSSP, YSP, RE-SEED, etc. at the center for 1,000+ students over 4 years.
- Directed all formal communication for office, including creating and editing program brochures, writing grant proposals, conducting research surveys, and using research to create 4 extensive reports each year.
- Created an educational activity about overfishing's environmental impacts for thousands of middle and high school students.
- Provided resume, cover letter, and college essay guidance for 300+ prospective college students of diverse backgrounds.
- Conducted K-12 outreach, visiting schools and classrooms in the Greater Boston Area and fostering student interest in STEM fields.

EDUCATION

UNIVERSITY OF FLORIDA, Gainesville, Florida
Doctorate Degree, English, Film, and Media Studies, 2021

NORTHEASTERN UNIVERSITY, Boston, Massachusetts
Master's Degree, English, 2017

NORTHEASTERN UNIVERSITY, Boston, Massachusetts
Bachelor's Degree, English, Minor in Cinema Studies, 2015

TECHNICAL SKILLS

SEO | Microsoft Word | Microsoft PowerPoint | Microsoft Excel | Google Docs | Google Slides | Google Sheets | SEO | XML | HTML

SELECT PUBLICATIONS

- *Film in the Composition Classroom: Moving Away from the Film Supplement* | *Pedagogy*, 2022
- *Stream-lining Collaboration: Twitch and Participatory Composition* | *Kairos*, 2021
- *Media Ecologies and Composition: The Animated Sequence and Rhetorical Potential of Media* | University of Florida, 2021