

Zack Isaacson

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SUMMARY

The ski industry contains businesses that are unlike any others. Working behind the scenes at a ski resort has been integral in my career development in the ski industry. I've been able to learn a lot about the industry and alongside the classes I have taken at Colorado State University I will be able to bring a unique perspective to the media and marketing on the mountain.

TECHNICAL TOOLKIT

- Pursuing a bachelors degree in Journalism and communications.
 - Adaptability to adverse situations
 - SEO Marketing
 - Extensive Experience in the mountains
 - Collaborative
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EDUCATION

Colorado State University

2024

Languages: English, Basic Spanish

Classes:

- Video Editing
 - Online storytelling and Audience Engagement
 - Copy Editing
 - Public Relations
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LEADERSHIP EXPERIENCE

Snowbasin

Huntsville, UT/ U.S.A.

Lead Haulcat Operator

November 2022-May 2023

- I curated a plan each night that I communicated to my coworkers and used to delegate work and maximize efficiency. As Lead I was required to maintain a higher attention to detail as I was responsible for the work done each night.
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PROFFESIONAL EXPERIENCE

FSBRODY

Huntsville, UT/ U.S.A.

Videographer and Editor

May 2022-Present

- We have been able to grow FSBRODY channels on TikTok and Youtube, TikTok now sits over 10,000 followers with active engagement, YouTube sits around 3,000 but is steadily increasing engagement. This growth was achieved over about 1.5 years with an average of 1-2 videos a month on YouTube and multiple clips a day on TikTok.