

ZAC PACLEB

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Experience



Ultimate Fighting Championship (Las Vegas, NV)

Digital Content Manager | March 2021 – Present

Associate Digital Producer | September 2018 – March 2021

- Create original editorial and video content for the website, social media and YouTube channels to educate fans about athletes and upcoming events
- Maintain UFC.COM using Drupal, ensuring the website reflects the most up to date and accurate information
- Analyze data with Google Analytics to improve content strategy, layout and presentation.
- Conduct interviews with athletes pre- and post-fight for editorial and video channels
- Partner with other departments such as Consumer Products, Social Production to provide any necessary support or promotion regarding special events, product rollouts, partnership announcements, etc.
- Manage UFC.COM's internship program

LAS VEGAS **REVIEW-JOURNAL**

Las Vegas Review-Journal (Las Vegas, NV)

Multimedia Journalist/Studio-Tech | June 2017 – June 2018

- Produced digital sports content about the sports teams across Las Vegas, including the Raiders and Golden Knights
- Shot and edited highlight packages and sales pitches; In the first 5 months, our department sold more than \$200k worth of annual sponsorships for our original sports video programming
- Assisted with in-studio productions of live broadcasts
- Directed several shows in our new studio utilizing a TriCaster



House of Sparky | Vox Media (Phoenix, AZ)

Multimedia Reporter & Editor | May 2016 – May 2017

- Started the multimedia coverage for the publication, including the creation of the House of Sparky YouTube channel
- Covered Arizona State athletics via video/written content for up to 250,000 monthly readers
- Filmed and edited highlights, packages and creative video features
- Made editorial and multimedia decisions as part of the leadership team and managed a team of reporters

Skills & Interests

Adobe Creative Suite, Final Cut Pro, Photography, Videography, AP Style Writing, Video & Audio Editing, Google Analytics

Education

Arizona State University | Walter Cronkite School of Journalism and Mass Communication

Bachelor of Arts — cum laude

Minor in English Literature

Phoenix, AZ

May 2017

*References Available Upon Request