


ZACH STAVA

COPYWRITER

CONTACT

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 Los Angeles, CA

 zachstava.com

EDUCATION

SCREENWRITING | B.A.
Loyola Marymount University
Archaeology Minor
Magna Cum Laude
2012-2016

PROFESSIONAL SUMMARY

Throughout my career as a copywriter, I've crafted compelling messages to tell stories to hundreds of thousands of people. I've won an Emmy and Shorty working with companies including HBO Max, Netflix, Nike, Apple, Warner Bros., Amazon, and Disney.

PROFESSIONAL EXPERIENCE

SENIOR COPYWRITER

Digital Media Management | Los Angeles | September 2022 – Present

Copywriter | October 2020 – September 2022

- Serves as primary writer on Strategy team, responding to RFPs by shaping narrative arcs for pitches and crafting concepts for over 40 winning pitches
- Oversees the creation and development of Voice & Tone for Instagram, Twitter, TikTok, and other secondary platforms for properties that span a wide range of genres and audiences
- Writes copy for in-feed posts and community management for high-priority properties, including HBO Max's *Peacemaker*, gaining 200,000+ followers and winning a Shorty Award for "Overall Twitter Presence" and placing as a finalist for 3 other categories
- Worked directly with SHOWTIME to create a new voice and tone for their Instagram, Twitter, and Facebook accounts totaling over 1.5M followers

JR. COPYWRITER

Ignition Creative | Los Angeles | March 2019 – March 2020

- Developed conceptual approaches and wrote copy for 20+ full-length trailers, TV spots, and original productions, including the Emmy-winning series *Cosmos: Creating Possible Worlds* and the S2 teaser for Netflix's *You*, which earned over 2.4M views
- Evaluated the voice and tone of 25+ properties and brands to formulate taglines and concepts for key art and out-of-home campaigns
- Conceptualized and executed comprehensive digital media campaigns for 15+ films, TV series, and brands, including copy for creative and user interaction
- Worked with several teams to devise and refine concepts for real-world activations and pitched to clients

COPYWRITER

Freelance | 2016 – 2019

- Created content for product pages, navigation pages, and blog posts