

# Zachary N. Markon

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Portfolio: www.zacharymarkon.com

## RELEVANT SKILLS

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Content Production: Pre- and Post-Production | Motion Graphic Design | Scripting | Social-First Content Creation | Live Broadcasts | Podcasting | Ross XPression

Creative Strategy: Platform-Specific Optimization | Social Media Campaign Planning | Digital Asset Management | SEO/Audience Strategy

Tools & Software: Adobe Premiere Pro | Adobe After Effects | Adobe Photoshop | Adobe Audition | Adobe Illustrator | Final Cut Pro X

## WORK EXPERIENCE

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**Mileshko Creative**, Atlanta, GA

May 2025 – Present

*Freelance Video Producer*

- Edit internal and training videos for clients like Chick-fil-A and Waystar using Adobe Premiere Pro and After Effects, ensuring alignment with brand guidelines and stakeholder needs
- Collaborate closely with client representatives and other editors to ensure final videos effectively communicate key messages for new product launches and employee training
- Implement multiple rounds of feedback within 24-hour periods, consistently meeting tight deadlines while maintaining high creative and technical standards from project onboarding to final delivery

**Atlanta Falcons**, Atlanta, GA

December 2022 – September 2024

*Motion Graphics Producer*

- Trained four seasonal production interns and three HBCU Fellows on control room best practices and familiarization with production equipment and software
- Utilized Adobe Creative Suite to create high-performing short- and long-form social content for over 5.3 million followers, optimized across diverse platforms like TikTok, X (Twitter), Instagram/Reels, and YouTube
- Owned digital projects from ideation to distribution by designing motion graphics, scripting, producing, editing, and video productions while working with internal and external teams to meet stakeholders' needs
- Developed strategies for repurposing long-form content into viral, shareable clips tailored to each platform
- Oversaw launch of \$12M Ticketmaster Studios, managing logistics, equipment integration, and production workflows at Falcons Training Facility

**Kansas City Royals**, Kansas City, MO

January 2022 – October 2022

*Video Board Trainee – CrownVision*

- Produced compelling in-stadium video content using real-time fan reactions and narrative-driven visuals to enhance audience engagement
- Edited content quickly to meet tight game-day deadlines while maintaining high visual brand standards
- Produced engaging and fun content to make games appealing experiences for fans and sponsors

**University of Central Florida Athletics**, Orlando, FL

October 2020 – October 2021

*Freelance Producer/Director*

- Directed the video board productions for UCF home football games
- Oversaw UCF replay operations for home football games and ESPN+ broadcasts
- Trained and led student interns on operation of new equipment and broadcast procedures

## EDUCATION

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**University of Nebraska-Lincoln**, Lincoln, NE

August 2016 - May 2020

*College of Journalism and Mass Communications*

*Bachelor of Journalism; Broadcasting, Sports Media & Communication*