

Zachary Jay Larson

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Education

Washington State University Pullman, WA
B.A., Strategic Communication Minors, Entrepreneurship & Graphic Design Graduated Spring 2020
• Cumulative GPA: 3.33

Professional & Leadership Experience

Contact Tracer Bow, WA
AeroTek & Washington State Department of Health November 2020 - April 2021

- Interviewed newly diagnosed patients of COVID-19 and collected contact information

Lead Graphic Designer Pullman, WA
WSU Student Entertainment Board April 2019 - May 2020

- Responsible for design solutions, a wide variety of promotional material, engage student body
- Collaborate with marketing team to discuss needs, objects and budgets

Vice President of Communication Pullman, WA
Sigma Phi Epsilon Fraternity November 2017 - December 2018

- Manage information to keep members informed of all upcoming events and chapter news
- Developed a strategic communications plan to portray the organization's brand
- Lead a committee of individuals to maintain a presence on social media

Graphic Design Intern Pullman, WA
College Hill Custom Threads August 2017 - December 2017

- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere, After Effects)
- Utilize graphic design skills to create a personal brand and format a marketing template
- Collaborated with marketing interns to rebrand a failing business

Retail Sales Associate Burlington, WA
Gap Inc. / Old Navy May 2017 - January 2018

- Processed transactions pioneering new accounts and maintained a strong customer base
- Responded to telephone inquiries by providing quality service to customers and associates

Resident Advisor Pullman, WA
Washington State University December 2016 - May 2017

- Creates a safe and social environment for a diverse community of people
- Manages administrative tasks including clear and concise writing and documentation through weekly reports and incident reports
- Adequately manages time spent on social and administrative tasks in position
- Communicates effectively with peers, professionals and other constituents on a frequent basis
- Serves as liaison between administration, students and leaders throughout campus

Honors & Achievements

Harold Frank Engineering Entrepreneurship Institute 2019-2020
• Work on interdisciplinary teams, learn to manage uncertainty, design, work with real fiscal and technical constraints, and develop technologies to solve real problems

National Student Advertising Competition 2019-2020
• Create a strategic advertising/marketing/media campaign for a corporate client

Business Plan Competition 2019, 2020
• Engaged in customer discovery, constructed a business plan, developed a brand

Carlson Leadership Academy 2018
• Elected to attend; educated in the leadership responsibilities of corporation branding

College Hill Case Competition 2017
• Provided graphic design and branding elements of winning business plan

Jostens (*Back to back winner for 2016 and 2017 Look Book*) 2014-2016
• Spread of Excellence Award; featured in annual Look Book (Top 15% in the country)

Northwest Conference 2015-2016
• NWC Leader in Sportsmanship Award (16 selected of 15 high school student bodies)

References

Jackie Paffrath
Jostens Yearbook Representative
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Chris Cooney
Entrepreneurship Professor
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