

Zachary Marshall

Video Editor and Content Strategist

Phoenix, AZ | ZacharyMarshall.com | 304-707-8615 | ZacharyColeMarshall@gmail.com

SUMMARY

Senior video editor with 13 years of post production experience and 5 years of marketing adjacent roles. Helped generate over \$3.5 Million in high-ticket sales for my clients in 2025 through organic content, paid ads, and creative campaigns.

CORE SKILLS

Editing & Post: Premiere Pro, After Effects, Photoshop, Audition, Story Editing, Motion Design.

Platforms: YouTube long-form, Shorts, Instagram Reels, TikTok, Paid ads, Short Films

Growth & Monetization: YouTube Studio/Analytics, attribution with UTMs, YouTube & Instagram ads (occasional), Kajabi assets and launches

Ops & Leadership: SOPs, QA/review, Freelancer management, cross-team coordination (creative + marketing) **3D:** Blender

EXPERIENCE

New Reach Education / Pace Morby - Video Editor, Content Strategist 2022-Present

- Lead editor and creative partner for a high-growth education brand: produced longform YouTube content, Shorts/Reels/TikTok, ad creatives, and funnel video assets end-to-end.
- Used Premiere Pro and Adobe After effects to edit multiple videos per week.
- Helped generate 8M+ YouTube views in the last year and \$3M+ in ad revenue, + high-ticket sales.
- Designed and executed organic content strategy, paid traffic campaigns, and lead magnet funnels. (tracked via UTM links and platform analytics).
- Planned, produced, and edited video series with longterm goal in mind 3-12 months)
- Built and maintained team SOPs (editing, delivery, and A/B Test standards); reviewed other editors' work and ensured quality and brand consistency.
- Coordinated work between CMO, graphic design team, event planners, and ad buyers

Freelance Production

2020-Present

- Planned, filmed, edited, and managed several productions in the phoenix area. (mostly ad creatives, but some short films as well).
- Hired and managed videographers and production assistants to help support shoots
- Edited Podcasts and Youtube content for several clients
- Previously this business was a VHS/Physical media to digital transfer business.

Avadel - Marketing Strategist 2022

- Managed a team of Copyrighters, Database Specialists, and market researchers to create SDR cold-email campaigns.
- Coordinated projects and social campaigns for 32 clients including getmagic.com, GrowthLabz, Historic Aerials, and more.
- Weekly 1 on 1 meetings with clients to help them grow their campaigns