

Zachary Harward
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EDUCATION

University of North Carolina at Chapel Hill, School of Journalism and Mass Communication, public relations sequence. Bachelor of Arts expected May 2004.

EXPERINCE

Intern, The News of Orange County – Hillsborough, NC, September 2003 – present.

- Wrote articles.
- Interviewed residents of Orange County for editorial package.
- Took photographs.
- Edited photographs on a computer using a graphic design program.

Publicist and Musician in a Touring Musical Group – Chapel Hill, NC, June 2001 – Present

- Organized media relations.
- Created press kits and promotional items to send to media.
- Made calls and send e-mails to follow up on press releases.
- Maintained a website.
- Sent out monthly newsletters to a subscription e-mail list.

Music-Go-Round, Sales Associate – Greensboro, NC, May 1999 – June 2002

- Conceived and implements localized marketing campaigns.
- Responded to customer relations issues through telephone calls and personalized letters.
- Assisted in selling and servicing high-end musical instruments.

OTHER EXPERIENCE

WUAG 103.1 FM, Radio Disk Jockey – Greensboro, NC, August 2001 – May 2002

- Selected songs for airplay, prepared public service announcements and spoke on-air for a weekly radio program.

WQFS 90.9 FM, Radio Disk Jockey – Greensboro, NC, June 2000 – May 2001

- Selected songs for airplay, prepared public service announcements and spoke on-air for a weekly radio program.

SKILLS

Proficient is Microsoft Word; Adobe Photoshop; Microsoft PowerPoint, Netscape Navigator, MS Explorer, Basic HTML and experience with Macintosh and Microsoft operating systems.