

Zack Robinson

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Web Content Manager

"A computer geek with a gift for gab."

Skills

Cheerful Service
Conference Planning
Writing/Editing

Content Management Systems
Microsoft Office 360 + Sharepoint
Adobe Creative Cloud

Content Strategy
Technical Communications
Computer Science Fundamentals

Professional Experience

Content Strategist, [LavaCon, Inc.](#)

2016-

- Edited the LavaCon operations guide and organized content into actionable job descriptions
- Promoted the LavaCon 2017 conferences through LinkedIn, Twitter, Meetup and Orange County conferences
- Prepared a content audit of 2016 conference video assets

Web Content Manager, [BB&T Insurance Services](#)

2015-2016

- Managed 75 DotNetNuke employee benefits web portals for [CarePlus Benefits](#)
- Authored a [tutorial](#) on HTML5/CSS3 and content management systems for [Proview Benefits](#)

Freelancer, [ZackeryRobinson.com](#)

2012-2016

- Published a [game book](#) through [Synthidicerpg.com](#), [Will Power Games](#), [DriveThruRPG](#) and [Kickstarter](#)
 - Produced a [product catalog](#) and managed web content for [Everything Ice](#)
 - Wrote a [leadership speech](#) for [Plethora Businesses](#) and the [M&A Source](#)
 - Promoted my services through networking events, [LinkedIn](#), [YouTube](#), [Twitter](#) and [Facebook](#)
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Activities

Nominating Committee Chairman, [Orange County Chapter of the Society for Technical Communications](#)

2016-

- Ensures the annual election is conducted in an ethical manner, on schedule, and with appropriate candidates
- Promoted the [2016 STC Summit](#) and audited the [STC Video Database](#) for content on API documentation

Eagle Scout and Vigil Honoree, [Boy Scouts of America](#) and [Order of the Arrow Scouting National Honor Society](#)

2006-2012

- Awarded the Vigil Honor for demonstrating exceptional service to [Lodge 57](#) and the [Laurel Highlands Council](#)
 - Built a small house for auction by the Court Appointed Special Advocates of Cambria County (CASA)
 - Earned 68 merit badges and 9 medals for skills-based growth learning and community service
 - Communications chair for the 2008 and 2009 NE-4B Conclaves, attended by over 900 high honor scouts
 - Vice lodge chief for the 2010 executive committee of OA Lodge #275, a service community of 425 young adults
 - Traveled to 45 states on national high adventure trips paid for through candy bar and hot dog sales
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Academics

B.S. Communication and Computer Science, [Indiana University of Pennsylvania \(IUP\)](#)

2010-2016

- Edited over 300 .java files for documentation as a student grader for the [Computer Science Department](#)
- Published informational content and led classroom lectures for the [Center for Health and Well-Being](#)
- Earned 41 course certificates and the instructional designer career path certificate from [Lynda.com](#)