

# Zack Madison Howard

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## **Dartmouth College Athletics**

### ***Assistant AD - Video & Creative Strategy***

Hanover, NH  
Oct. 2024-Present

- Oversee two full-time Assistant Directors of Creative Content
- Hire, train and schedule content creators and interns for event coverage
- Assist with social strategy, distribution and archival of content
- Create budget, evaluate lifecycle and maintain camera equipment
- Create and manage multimedia content in all areas of the department
- Schedule and execute media days for 35 varsity sports

## **Air Force Academy Athletics Corporation**

### ***Producer/Editor – Creative Multimedia***

USAF, CO  
Aug. 2021-Sept. 2024

- Create multimedia content in all areas of the department including in-venue productions, social media and revenue generation
- Load and manage videoboard content for Football, M&W Basketball, Ice Hockey and Volleyball
- Travel with teams to create content and help run social channels for bigger events such as postseason tournaments
- Primary Technical Director for Men's Basketball and Ice Hockey

## **Central Michigan University Athletics**

### ***Director of Multimedia***

Mt. Pleasant, MI  
Aug. 2018-Aug. 2021

- Oversee Full-time Assist. Director of Multimedia and 30 students
- Create and manage multimedia content in all areas of the department including in-venue productions, broadcasts, social media and revenue generation
- Recruit, hire and train video production staff for broadcasts and social media pieces
- Assisted in oversight of multi-million videoboard installation and design at Kelly/Shorts Stadium

## **Republican National Committee**

### ***Deputy Director of Film & Visual Media***

Washington, DC  
Aug. 2016-Jan. 2018

## **Morehead State University Athletics**

### ***Athletics Video Coordinator***

Morehead, KY  
Aug. 2014-Aug. 2016

## **Illinois State University/Redbird Productions**

### ***Undergraduate Assistant – Web Streaming Coordinator/PA***

Normal, IL  
Oct. 2011 -July 2014

Education:

**Illinois State University**

Normal, IL

- *Bachelor of Science in Broadcast Journalism*

Achievements:

**College Sports Communicators**

Greenwood, IN

- *2024 Photographer of the year Finalist*

**Air Force Academy**

USAF Academy, CO

- *1<sup>st</sup> Quarter 2023 Stand Out Performer Creative Team*
- *4<sup>th</sup> Quarter 2023 Individual Stand Out Performer*

**World Sports Photography Awards**

London, England

- *Top 40 Shortlist of the Amateur chapter of World Sports Photography Awards 2023*