



CONTACT

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(562) 506-8141
www.zachero.com

EDUCATION

**California State University,
Long Beach**
Bachelor of Arts in Psychology
2015 - 2019

SKILLS

Programs | Microsoft Office, Google Suite, Airtable
Media Planning/Buying Tools | MRI, Helixa, Pathmatics, Netbase, Prisma
Campaign Management | Twitter Ads Manager, TikTok Business Center, DCM/Campaign Manager 360

ACTIVITIES + OUTREACH

Mediahub API ERG | Team Lead
Mediahub +Plus ERG | Member
Out For Undergrad (O4U) | LEAD Mentor

EXPERIENCE

Mediahub Worldwide, Los Angeles, CA
Media Planner, November 2021 – Present
Account: Netflix

- Planning and executing integrated media campaigns with budgets of up to \$8MM in support of various Netflix brand campaigns and title releases.
- Soliciting and compiling RFPs from media vendors.
- Collecting and analyzing reporting data from media partners in order to provide insights on media plan performance to clients.
- Training and mentoring Assistant Media Planners.

Assistant Media Planner, March 2021 – November 2021
Account: Netflix

- Assisted Planners and Supervisors with planning and executing integrated media campaigns.
- Tracked and maintained campaign spend via budget trackers and clients' internal flowchart system.
- Conducted market research to inform media plan strategy and competitive analyses.

Long Beach Cal-SOAP, Long Beach, CA
Regional Coordinator, July 2020 – February 2021

- Assisted Program Director with designing and evaluating pre-college curricula.
- Provided ongoing and consistent contact with all regional advisors via email, phone, in-person, or online methods.
- Conducted outreach to site partner contacts to build awareness of services provided.

College Advisor/Program Assistant, August 2018 – June 2020

- Assisted with development of media assets and pre-college curricula.
- Worked with students in workshop settings to address needs of multiple individuals in a short period of time.
- Assisted students with applications for postsecondary education.
- Managed a committee tasked with relaunching program's social media account with the directive of seeing 50% growth in following.

Initiative Media/Mediabrand, Los Angeles, CA
Summer Resident – Strategy, June 2018 – August 2018
Accounts: Amazon Prime Video, Entertainment Studios

- Assisted Strategy Department with day-to-day clerical tasks, such as recording meeting notes, organizing materials for brainstorm sessions, and filtering cross-tabs.
- Compiled articles for a weekly newsletter to be sent to the national strategy team.
- Collaborated with a group of fellow residents to build a mock media plan from client brief to partnership negotiation.