

ZACK SCHLEMMER

CONSULTANT, WRITER, & CONTENT SPECIALIST

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WORK EXPERIENCE

SNKR INC | CONSULTANT & SOCIAL MEDIA MANAGER

NOVEMBER 2017–PRESENT

Brand management and development consultant and social media manager for start-up sneaker media company.

SNEAKER NEWS | SENIOR EDITOR

DECEMBER 2014–OCTOBER 2017

Responsible for content creation and creative storytelling across multiple platforms including SneakerNews.com, Sneaker News Magazine, and social media channels with over 6 million followers.

- Wrote 8-12 articles per day on late-breaking news.
- Created in-depth original features relating to current and historical aspects of the athletic shoe industry.
- Researched specific topics and conducted interviews for feature articles.
- Produced branded content in an authentic voice for clients including Reebok, ASICS, New Balance, Brooks, and more.
- Produced/published social media posts on Instagram, Facebook, and Twitter.

STADIUM GOODS | COPYWRITER

DECEMBER 2015–MAY 2017

Writing descriptions for 10,000+ products for the Stadium Goods online store.

- Responsible for detailing hundreds of pieces of merchandise per week.
- Proofread and self-edited all work.

FINISH LINE | CONTRIBUTING WRITER

JULY 2014–JANUARY 2015

Writing both original and assigned content for the Finish Line Blog, with a focus on sneaker history.

SOLE COLLECTOR | SENIOR WRITER

MARCH 2012–JUNE 2014

- Responsible for daily articles on SoleCollector.com, consisting of general sneaker news and sneaker history franchises including Vintage Ads and Kicks on Cards.
- Wrote in-depth features for Sole Collector magazine, including cover story for Issue 47.
- Conducted feature interviews with accomplished footwear designers, collectors, and notable industry figures.
- Captured and art directed product photography for footwear showcase features.

SELF SUMMARY

Passion-driven writer, editor, and content creator with expert level knowledge of the athletic shoe industry and culture. Able to consistently bring to life engaging content with absolute accuracy and credibility. Exceptional communicator able to thrive both independently and within a collaborative team environment. Additionally, a trusted voice, archivist, and curator of sneaker history and ephemera on my personal social platforms with over 50,000 and growing followers.

AREAS OF EXPERTISE

- Authority on sneaker history and culture
- Writing/Editing
- Project Management
- Social Media
- Digital Marketing
- Creative Storytelling
- Digital and Film Photography
- Documenting/Archiving
- Adobe Photoshop
- WordPress

OTHER PROJECTS

KICKSONCARDS.TUMBLR.COM | 34,000+ FOLLOWERS

Recognized and featured by Slam Magazine, Dime Magazine, and other notable outlets.

@ONFOOTARCHIVES INSTAGRAM | 18,000+ FOLLOWERS

EDUCATION

Ball State University
Bachelor of Fine Arts, Photography, 2006