

Zack Trolier

Using video to tell stories, build audiences, and generate revenue.

RESULTS

 100 million
YOUTUBE VIEWS

 \$3.6 million
RAISED ON KICKSTARTER

 17 million
VIDEO VIEWS IN 1 YR

WORK HISTORY

Video Director & Editor Pace Communications

Jul 2017 - Mar

2019

- Lead Video Editor for multiple big name clients (Walmart, AAA, Four Seasons, Wells Fargo, BB&T, Argo, Choice Hotels, Stainmaster, etc)
- Created video content, in short form and long form, internal and external, social posts and paid media, for Facebook and Instagram.
- Traveled throughout the US and directed shoots for Walmart, Grant Thornton, AAA, and BB&T.
- Edited over 1,000 videos in 20 months, from minor tweaks on existing videos to entire productions from concept to upload
- Won 2 Gold Addy Awards for Best Director/Editor for Long Form Video Production and Digital Marketing

Digital Media Producer ThinkGeek

Mar 2011 - Apr 2017

- Owned all aspects of video production from concept to post-production.
- Grew YouTube channel to 184k subscribers, creating and launching 100 videos a year. Increased product conversion on site and drove an additional \$637k in marginal revenue through YouTube referrals (2012-2017).
- Created video content for social posts and paid media, attracting high levels of engagement and driving \$400k in revenue since January 2016.
- Built a library of royalty-free music by cultivating relationships with over 30 bands. Worked with musicians to create original soundtracks for videos.
- Created video content for a variety of outlets: Facebook, Vine, Instagram, live streaming events, in-game video ads, GameStop TV (6,000 locations).
- Used creative writing skills for script writing and social media.
- Hosted customer trivia nights. Worked sales booth at conventions.
- Organized and coached company softball team.
- Wrote and directed 30-second TV commercial shown on Comedy Central, G4, ESPN, SyFy, and CNN (9.8 million impressions).
- Honored as employee of the quarter for contributions to the company.

OTHER EXPERIENCE

Freelance Video Production

- Produced Kickstarter videos, local TV ads, and music videos for a variety of clients.
- Created the video for MiniMuseum's breakout Kickstarter campaign, which raised \$1.2 million (Top 50 Kickstarter project at the time).

EDUCATION

Radford University B.S., Film Production 2008