

JONATHAN ZWICKEL

Writer // Editor // Communications Strategist // Arts Advocate

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PROFESSIONAL EXPERIENCE

2001–Current | Journalist, Author, Content Curator, Executive Ghostwriter | Zwickelmedia LLC

- Editorial content published in The New York Times, The Seattle Times, The San Francisco Chronicle, The Believer and many more
- Executive communications clients include Loka Inc., Veeva, T-Mobile and more
- Product writing and content curation clients include Sub Pop Records, Bezos Family Foundation, World Famous and the Sorrento Hotel
- Music supervising clients include World Famous Inc., Third Bridge Creative and Bellwether Art Fair
- Interview credits include Beastie Boys, Trent Reznor, David Byrne, OutKast, Macklemore, "Weird Al" Yankovic, Christina Aguilera, Perry Farrell, Pearl Jam, the Flaming Lips and many more
- First book, Beastie Boys: A Musical Biography, published by Greenwood Press in February 2012

April 2019–June 2022 | Senior Writer, Executive Brand | T-Mobile US

- Contributed storytelling and communications that deepened relationships between leaders and employees, attracted and retain top-notch talent and opened new access points to the brand
- Ghostwrote thought leadership bylines for CEO, CIO, Chief Customer Experience Officer, President of Consumer Markets, EVP of T-Mobile Business Group and more
- Additional writing responsibilities included
 - Executive quotes, scripts, op-eds and social media posts
 - Brand journalism features
 - Press releases and news alerts
 - Marketing copy for T-Mobile Tuesdays, NASDAQ reader board and more
 - Annual report text and headlines
- Managed editorial projects across departments, including executive and brand social, internal and external comms, marketing and advertising
- Established and maintained in-house style guide

Jan. 2011–Oct. 2018 | Senior Editor | City Arts Magazine

- Developed advocacy journalism strategy that emphasized inclusive coverage of diverse communities, resulting in 30% print readership growth and 100% online readership growth
- Wrote hundreds of stories elevating local voices in music, film, tech, food, education and small business
- Wrote heds, deks and cover text
- Collaborated with art department on custom photos and illustrations
- Recruited deep bench of freelance writers and assigned and edited stories by them
- Expanded City Arts Twitter presence from 4K followers to 15K and initiated City Arts Instagram account, accruing 6.3K followers in two years
- Grew magazine readership from 50K monthly print and 1K monthly online to 80K print and 35K online

EDUCATION

University of Oregon (Eugene, OR)

- BA in English Literature
- National Music Coordinator, University of Oregon Cultural Forum, 1997-1998
- Regional Music Coordinator, University of Oregon Cultural Forum, 1995-1997

University of California Los Angeles (Los Angeles, CA)

TECHNICAL SKILLS

- MS Office Suite, G Suite, WordPress, Drupal, Twitter, Facebook, Instagram, AP Stylebook

COMMUNITY SERVICE AND CONTINUING EDUCATION

Board President | The Vera Project | 2017–current

- Lead fundraising, board recruitment and public relations efforts for Seattle's nonprofit, all-ages arts incubator

Volunteer | King County Equity Now | 2020–current

- Assist with content development for KCEN website

Selection Committee Member | Seattle Public Library Music Archive, 2016–2021

- Select finalists from four open calls to include in Playback, SPL's local-music streaming service

Curator | Bellwether Arts Fair | 2019

- Produced program of three live-music performances at Bellevue's long-running arts fair

Graduate | City of Seattle Equity Training | 2016

- Completed two-day training course on diversity, equity and inclusion

Leader | Climb to Fight Mt. Rainier Summit Team | 2015

- Organized fundraising effort that donated \$42,000 to Fred Hutch Cancer Research Center

Panel Member, Panel Moderator, Instructor | Grammy Office Music Career Day | 2014-2016

- Led conversations on the craft of songwriting, provided mentorship for students and participated in panel discussions about media

Graduate | School of Visual Concepts Copywriting Program | 2013

- Reinforced skills in marketing, branding, storytelling and copywriting

Writing Tutor | 826 Seattle | 2011–2012

- Coached six international students from Cascade Middle School on personal-essay project