

ZAC YOUNG

SOCIAL CONTENT CREATIVE | SPORT

zacharythomasyoung@gmail.com | +44 7939 578989 | linkedin.com/in/zac-young-marketing/
Portfolio: zac-young.com

PROFILE

Social content creative with experience developing ideas, scripting and editing video, and delivering digital content across agency and university sport settings. Sports Science graduate and competitive footballer with first-hand knowledge of football culture and audiences.

EXPERIENCE

MetacortX | Marketing and Social Content

2026 to present

- Develop social ideas, scripts and copy for agency and client channels, including Mobius and Togglit.
- Shape short-form videos from event footage and interviews, selecting clips and building clear narratives for social.
- Supported Innovation in Pensions 2026 content, from speaker interviews and event filming to editing and post-event publishing.
- Work across creative, strategy and client teams to refine content through feedback and approvals.

UBSport | Digital Marketing Placement

Oct 2024 to May 2025

- Supported social, email and website content for University of Birmingham Sport.
- Updated WordPress and Elementor pages; reviewed performance through Google Analytics, Sprout Social and KPI reporting.

University of Birmingham Men's Football | Vice President and Social Media Secretary

2022 to 2026

- Independently launched and grew the university football team's social media presence to 2,000+ followers and over 1 million views within six months.
- Created football content from a player's perspective while serving as Vice President and Social Media Secretary.

INDEPENDENT PROJECTS

Create social content about branding, marketing and content strategy for personal channels. Also design and build websites, including messaging, design and user experience.

EDUCATION

BSc Sports Science | University of Birmingham | 2026

SKILLS AND TOOLS

Social-first ideation · CapCut · DaVinci Resolve · Canva · Video editing · Scripting and copywriting · Event content · Content planning · WordPress / Elementor · Google Analytics · Sprout Social