

# Digital Content & Creative Operations

Professional resume: Brad Zacharias - Calgary, Canada

## + PROFILE

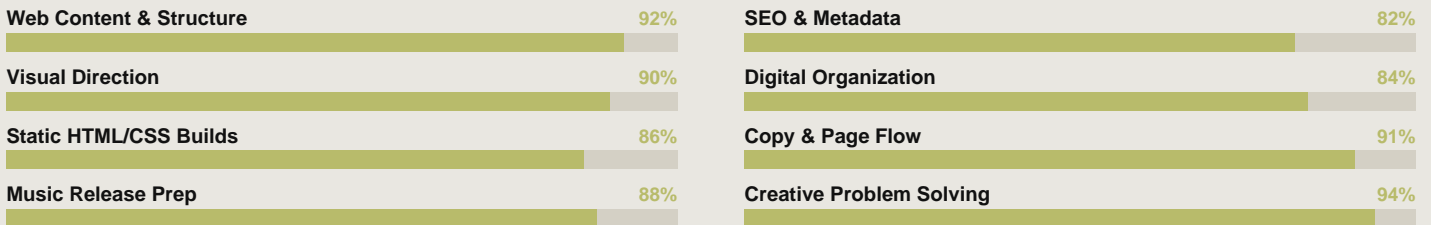
### Profile

Calgary-based digital creator working across static websites, web content, visual presentation, music release systems, metadata, documentation, and practical digital support. Public creative work is presented as Brad Astra; professional and employment records use Brad Zacharias.

Strong at turning scattered material into organized, presentable, searchable digital work. Comfortable with independent workflows, accurate records, careful production details, clean page structure, and projects that need both taste and follow-through.

## + SIGNAL STRENGTHS

### Signal Strengths



## + TOOLS & WORKING AREAS

### Tools & Working Areas

HTML	CSS	Responsive static sites	Basic JavaScript
SEO metadata	Schema basics	Open Graph	Content hierarchy
Logic Pro	iZotope Ozone	SoundCloud workflows	Music metadata
Photoshop	Lightroom	Canva	Image preparation
Google Workspace	Microsoft Office	Data entry	Document handling

## + SELECTED DIGITAL WORK

### Selected Digital Work

#### **bradastra.com**

Personal portfolio and digital hub - site concept, structure, copy, HTML/CSS, SEO metadata, project index, and contact flow.

#### **themiraclesyndicate.com**

Music project identity - production, visual direction, release systems, SoundCloud presentation, and digital integration.

#### **painfulrecords.com**

Independent label framework - catalog logic, release presentation, content structure, and archive planning.

#### **feckundellie.de**

Electronic music project microsite - static build, Berlin-facing tone, identity, and visual presentation.

#### **shadi.bradastra.com**

Boutique cake microsite - HTML/CSS, copy, SEO foundations, visual styling, and Instagram-first ordering flow.

#### **beachoutpost.bradastra.com**

Coastal microsite - lightweight static build, layout direction, and visual system.

 PROFESSIONAL EXPERIENCE

## Professional Experience

### Independent Digital Creator

Painful Records / Brad Astra - Calgary, Alberta - 2023 to Present

- Develop, organize, and publish independent digital projects across music, web, visual identity, and content systems.
- Build and maintain lightweight static microsites for music, portfolio, small business, and concept projects.
- Create content structures, page flows, SEO foundations, metadata, social previews, and launch-ready file organization.
- Prepare music releases with artwork direction, tags, descriptions, metadata, mastering decisions, and publishing support.
- Manage digital assets including images, audio files, web files, brand materials, release notes, and project documentation.
- Use Logic Pro, iZotope Ozone, Photoshop, Lightroom, and web tools to shape cohesive digital presentation.

### Concierge / Site Services / Resident Support

FirstService Residential / Equium Group - Calgary, Alberta - April 2010 to November 2025

- Provided long-term front-line support, building operations assistance, resident communication, and daily administrative coordination.
- Maintained accurate logs, reports, records, notices, incident documentation, and operational details.
- Supported residents, visitors, vendors, contractors, property managers, and security teams with calm, clear communication.
- Coordinated building access, deliveries, service requests, maintenance concerns, and daily site communications.
- Documented incidents, safety concerns, resident inquiries, and follow-up items with consistency and care.
- Worked independently during high-responsibility shifts requiring judgment, accuracy, confidentiality, and reliable follow-through.

### Music Retail / Record Store Experience

Edmonton and Calgary, Alberta - Approximately 10 years

- Helped customers discover music across genres, artists, releases, and catalog areas.
- Supported store operations, merchandising, product knowledge, recommendations, and daily public-facing service.
- Built a long-term foundation in music culture, customer communication, taste-based guidance, and catalog organization.

### Documentary Production Support

Independent documentary project - Mexico

- Supported a grassroots documentary production team as boom operator and occasional second camera.
- Assisted with location sound, small-team production logistics, and real-world documentary field recording.
- Credited for sound work on IMDb.

 EDUCATION

## Education

Diploma, Multimedia Design & Communications

 AVAILABILITY

## Availability

Open to remote-friendly work involving web content, digital support, content structure, data organization, visual presentation, documentation, music-adjacent creative work, and careful production details.

### Portfolio Links

[bradastra.com](http://bradastra.com) / [themiraclesyndicate.com](http://themiraclesyndicate.com) / [painfulrecords.com](http://painfulrecords.com) / [feckundellie.de](http://feckundellie.de) / [shadi.bradastra.com](http://shadi.bradastra.com) / [beachoutpost.bradastra.com](http://beachoutpost.bradastra.com) / [soundcloud.com/bradastra](http://soundcloud.com/bradastra) / [linkedin.com/in/bradzacharias](http://linkedin.com/in/bradzacharias)