

# Zachary C. Carpenter

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## HIGHLIGHTS

- Award-winning marketing and communications strategist with a proven track record, including a historic U.S. Senate win and the designation as The American Marketing Association's 2019 Marketer of The Year.
- Experienced product designer previously garnering a 150-million-dollar corporate investment.
- Business information analyst with extensive experience in contract negotiation, supply chain management, and medial procurement, previously managing \$100MM of middle market contracts.

## NOTABLE HONORS AND AWARDS

<b>Marketer of the Year</b> <i>The American Marketing Association</i>	May 2019
<b>Rising Star of Technology and Innovation</b> <i>The Birmingham Business Journal</i>	August 2017

## SELECT EMPLOYMENT

**STATESERV-HOSPICELINK, Birmingham, Alabama & Phoenix, Arizona**

### Head of Marketing

*October 2018-Present*

- Drove total market-share from 21% to 37% within a year, generating more than \$60MM in annual revenue.
- Responsible for managing all marketing, communications (both internal and external), and consumer insights, while also managing internal shared-services groups, such as internal design resources.
- Oversaw the integration of acquired brands, including the merger of StateServ Medical and Hospicelink in 2018—the largest middle-market healthcare acquisition in history.

### Contracts Administrator

*June 2017-October 2018*

- Serves as primary contract negotiator, negotiating new vendor pricing schedules and contracts, while overseeing more than \$1 billion dollars (annualized) of existing middle market contracts and relationships, representing more than \$100MM in margin.
- Responsible for maintaining relationships with top partners while working closely with internal stakeholders and executive leadership to ensure that financial targets, including margin and client cost, are on-target.
- Increased overall corporate margin by 14% by creating and leveraging utility and ordering behavior analytics in the negotiations process.

**UNICODE CONSORTIUM, Mountain View, California**

*June 2019-Present*

### Unicode Emoji Subcommittee, Co-Chair

- Serves on a panel of six Unicode Members to review, discuss, recommend, and adopt new emoji proposals to be encoded into the next version of The Unicode Standard, the standard for every major operating system.
- Acts as a liaison between those submitting their proposals and corporate voting members, such as Apple, Adobe, Facebook, Google, IBM, Microsoft, Netflix, Oracle, and SAP.

**YOUR MAJESTY, CO., New York, New York**

*August 2016-August 2019*

### Partner

- As one of three partners, served as a key member of the strategic leadership team, ultimately growing Your Majesty into the world's 46th largest marketing agency, focused primary on digital experience and design, following the acquisition and integration of Zala Creative in 2016.
- Served as a key point of contact for marquee clientele, such as Samsung, Rottfella, Netflix, adidas, BMW, Spotify, Bentley and Red Bull.
- Contributed to projects garnering more than 200 awards including Innovative Site of the Year, Cannes Lions, Jay Chiat Awards, JD Powers, The Webby Awards, CLIO Awards, Creativity Awards, Art Directors Club, AICP/MoMA permanent collection, The One Show, New York Festivals, Pixel Awards, and Awwwards.

**DOUG JONES FOR U.S. SENATE, Birmingham, Alabama**

*2017 AL Special Election*

**Deputy Communications Director**

- Implemented a tactical communication initiative ultimately resulting in a historic 3.4% margin victory: the first democratic victory in Alabama in more than 25 years.
- Obtained key media placements in national and regional outlets such as The Huffington Post, AL.com, NPR, Millennial Politics, and The Rachel Maddow Show generating an estimated 93.5 million impressions during the campaign. Served as primary point of contact for all press inquiries, responsible for managing campaign talking points, messaging, and media partnerships.
- Managed a team of 14, responsible for media buying, digital placement, public relations, and scriptwriting.

**MICHAEL HANSEN FOR U.S. SENATE, Birmingham, Alabama**

*2017 AL Special Election Primary*

**Communications Director**

- Led and oversaw all strategic communications initiatives including managing all media and marketing budgets, strategy, and execution.
- Responsible for training candidate for debates and public speaking engagements, while remaining a functional subject matter expert on energy, defense, and fiscal policy.

**ZALA CREATIVE, Atlanta, Georgia**

*2009-2016*

**Chief Marketing Officer**

- Led a team of 30 full-time employees, while managing more than 100 contractors, growing annual agency revenue from a pre-revenue stage to \$6.5MM in annualized revenue.
- Primarily responsible for maintaining relationships with key accounts, clients, vendors, and strategic partners, while developing and pitching new campaign ideas and agency capabilities.
- Oversaw the growth of agency services from design-only agency to a full-service integrated agency. Ultimately, growing company to an eight-figure valuation, leading to the sale of this company to Your Majesty in 2016.

**CENGAGE LEARNING, Boston, Massachusetts**

*2014-2015*

**Brain Trust Associate**

- Responsible for product development, ultimately providing solutions to major problems for a multi-national, multi-billion-dollar education company, presenting solutions to the Product Director.
- Worked in a team of three to design a product that garnered a 150-million-dollar investment and was ultimately brought to market as Cengage Unlimited.

**BOARD MEMBERSHIPS**

**SELECTIVE SERVICE SYSTEM, Birmingham, Alabama**

**Chairman, Region II Appellate System**

*February 2019-Present*

Appointed by The President of The United States, based on a recommendation from The Director of The Selective Service System. Serves as the terminal adjudicator for any and all objections to service during a draft.

**Board Member, Region II**

*April 2018-February 2019*

Appointed by The President of The United States, based on a recommendation from the Governor of Alabama.

**THE HOSPICELINK HELPS FOUNDATION**

Chairman, Board of Directors

*August 2017-Present*

**EDUCATION & CERTIFICATIONS**

**THE UNIVERSITY OF ALABAMA BIRMINGHAM, Birmingham, Alabama**

*Bachelor of Arts in Political Science (concentration in American Politics & Political Theory)*

*Bachelor of Arts in Sociology (concentration in Social Psychology & Demography)*

**SPECIALIZED PROFICIENCIES**

**LANGUAGES**

Spoken: English (Native) & Spanish (Basic Professional Proficiency)

Code: R, Python (Intermediate), JavaScript (Basic), CSS, HTML

**SOFTWARE**

Salesforce, MarketingCloud, Pardot, R, IBM SPSS, Adobe Creative Suite, Final Cut Pro, Unity 3D, Blender