

Zachary Carpenter

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HIGHLIGHTS

- Marketing and Communications strategist with a proven track record, including a historic U.S. Senate win and designation as The American Marketing Association's 2019 Marketer of the Year
- Recognized as an expert in quantitative and integrated advertising with a proven focus on delivering marketing-attributable ROI
- Experienced marketing leader with a history of building award-winning, revenue generating teams

NOTABLE HONORS AND AWARDS

The American Marketing Association

Marketer of the Year

2019

Rising Star of Technology & Innovation

The Birmingham Business Journal

2017

SELECT EXPERIENCE

The StateServ Companies

Birmingham, AL

Head of Marketing & Communication

2017 – Present

- Served as a key member of the leadership team, managing a broad scope of teams including all marketing, communications (internal & external), consumer insights, and shared services personnel
- Drove overall revenue to more than \$700 million dollars from a pre-revenue startup, overseeing the integration of all acquired brands including the merger of Hospicelink with Stateserv– the largest middle market healthcare acquisition in history
- Developed and implemented digital and traditional integrated advertising strategies attributable to more than \$60MM of annual recurring revenue in the most recent fiscal year
- Singularly led company-wide organizational response to COVID-19, including developing and managing operational strategy in addition to patient (135,000 patients daily), brick and mortar (46 locations), vendor (3,000+ vendors), and employee (700 full-time) communications.

Doug Jones for U.S. Senate

Birmingham, AL

Deputy Communications Director

2017 AL Special Election

- Implemented a tactical communication strategy leveraging an omni-channel approach, resulting in a historic 3.4% margin victory: the first democratic victory in Alabama in more than 25 years
- Served as primary point of contact for all press inquiries and obtained key media placements responsible for an estimated 93.5 million impressions across national outlets such as NPR, The Rachel Maddow Show, The Huffington Post, and The Today Show
- Managed a team of 14 advertising and communications professionals on staff and a variable team of unpaid volunteers

Your Majesty, Co.

New York, NY

Partner & Shareholder

2016 – 2017

- Oversaw all marquee client relationships (clients with revenues in excess of \$100 million) such as Samsung, Netflix, adidas, and BMW
- Built agency into the world's 46th largest marketing agency as a key member of the strategic leadership team while primarily holding responsibility for managing the digital advertising, experience, and design division
- Contributed to projects garnering more than 200 awards including Cannes Lions, Jay Chiat Awards, Webby Awards, CLIO Awards, Pixel Awards, Awwwards, and placements in the *Museum of Modern Art's* Permanent Collection

Zala Creative

Atlanta, GA

Chief Marketing Officer

2009 – 2016

- Led a team of more than 30 full-time employees, while managing more than 100 contractors, growing annual agency revenue to more than \$6.5 million annually, resulting in the sale of this company to Your Majesty in Mid-2016
- Responsible for relationship escalations as the terminal point of contact for all client, vendor, and partner relationships

BOARD MEMBERSHIPS

The American Marketing Association

Birmingham, AL

Board Member & Vice President of Technology

2020 – Present

The Unicode Consortium

Mountain View, CA

Co-Chair of The Subcommittee for Emoji Selection

2018 – Present

EDUCATION & CERTIFICATIONS

The Chief Marketing Officer Institute

Birmingham, AL

Executive Development Program

The University of Alabama Birmingham

Birmingham, AL

B.A. in Political Science & B.S. in Social Psychology