

# JASON G. ZINSER

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Greater Nashville, Tennessee

## Brand Experience Leader & Strategist

**Marketing | Communications | Events | Content | Creative | Digital | Community Engagement**

Highly accomplished Brand Experience Leader & Strategist whose work is used to create and flawlessly execute integrated branded experiences – on time and on budget – in a variety of channels. Possessing a passion for helping companies build a better customer experience through an omni-channel approach, including traditional marketing, event & experiential marketing, integrated campaigns, digital and content, and employee engagement. Possessing the ability to develop, grow and reposition brands; delivering on key metrics; managing relationships, growing revenue and winning new customers. Known for nurturing, and aligning talented teams, across all disciplines, who consistently produce relevant, imaginative, strategic work.

### COMPETENCIES

Leadership • Marketing Strategy • Media Strategy & Planning • Brand Development & Management • Digital Marketing • Data Analytics • Customer Insights • Coaching & Mentoring • Project Management • Strategic Planning • Team Building • Web Development • Multi-Channel Communication Integration • Market Analysis/Research • Data-Driven Campaign Management • Innovation • Behavioral Communications/Sciences Budget Management • Community Engagement • Content Marketing • Event Management & Activation Organizational Skills • Partnerships • Program Creation & Management • Public Relations • Strategic Thinking

### SELECTED CLIENT / PARTNER / BRAND EXPERIENCE

Zaxby's • Monroe Carrel Jr. Children's Hospital at Vanderbilt • NASCAR • Cooper Steel • Music City Bowl  
The Dark Matter Laboratory • Kyle Busch Motorsports • Lucy Angel • Mainline Audio • Nashville SC  
Tennessee Titans • The Nashville Sports Council • ARCA • Nashville Speedway

### KEY PROFESSIONAL SKILLS

#### BRAND DEVELOPMENT, MANAGEMENT & STEWARDSHIP

- Reviews and enforces brand and corporate messaging guidelines across the Company's media channels.
- Develops the brand image and initiatives to foster brand loyalty, attract a broad customer base, and expand the existing customer base.
- Provides creative direction throughout branding process to develop original positioning, visual identity, and digital strategies that set each brand apart from its competition.
- Crafts and effectively executes launch plans that introduce new products and brands to market and contributes to the creation of extraordinary experiences to support customer acquisition.
- Creates and delivers timely and accurate budgets and marketing performance reports to external and internal stakeholders that clearly explain program effectiveness, benchmarks and opportunities.

#### LEADERSHIP

- Exceptional communicator who achieves organizational strength through vision and inspiration.
- Possessing impressive skills in team building, talent development, establishing objectives, prioritization and creating a healthy workplace environment based on professionalism, dignity and respect.
- Focuses on the people side of change - including changes to business processes, systems and technology, job roles and organization structures.
- Helps to improve the organization's ability to think and act strategically, align processes and resources, engage the workforce and customers, and emphasize key results.

#### STRATEGIC COMMUNICATIONS / MARKETING

- Works with CEO and Executive Teams to refine the market opportunity, position, and messaging for current and future products and marketing initiatives.
- Strategically develops integrated communications campaigns in alignment with segmentation, new product launches, co-marketing campaigns, and existing products.

### STRATEGIC COMMUNICATIONS / MARKETING (*continued*)

- Works closely with Sales to execute relevant and timely campaigns, collateral, and projects to help grow the organization, acquire new customers, and retain existing customers.
- Strategizes to improve organization's online presence, and uses current digital marketing approaches to increase sales and customer satisfaction.

### CREATIVE DIRECTION

- Brings energy, enthusiasm, and ideas – with the goal, always, to drive response, engage the target audiences, and bring the Brand to life.
- Ability to use market research and survey results to help position and develop the Brand.
- Works closely with others to nail Creative Briefs and turn them into spot-on creative execution.
- Partners with business line contacts to understand business and marketing strategy and translates it into clear creative direction.
- Prioritizes work and oversees capacity to ensure workflow matches allocated creative resources.

## PROFESSIONAL EXPERIENCE

COOPER STEEL, Nashville, TN

Apr. 2018 – Jan. 2020

*A nationally recognized, award winning, Structural Steel Fabrication and Erection company with locations in Nashville and Shelbyville, TN, Florence, KY, Childersburg, AL and Lynchburg, VA.*

### **Communications & Marketing Director**

Managed all corporate brand standards, including branding guides and partner compliance. Additional responsibilities: oversaw digital marketing strategy across multiple platforms; provided consistent strategic thought leadership to executive team to make informed decisions; and managed marketing department calendar, budget, and proposal timelines.

- Crafted engaging, cohesive and persuasive client presentations and proposals from disparate content submitted by a diverse team of contributors.
- Distilled concise, approachable and well-written executive summaries from lengthy and often confusing contractual documents full of legalese.
- Provided creative direction and oversaw production of all graphic and video content
- Developed, and set policy for new company web store, servicing all of the company.
- Partnered with vendors and third-party agencies to create company promotional assets.
- Crafted and maintained all collateral and merchandise across all locations.
- Designed and coordinated on-site community marketing activation events with company and partners.
- Managed company's internal intranet server, bringing news to employees internally.
- Wrote and executed company's first Marketing Department Internship Program. (2019)
- Built the GOAL program (and brand) in cooperation with Nashville Soccer and Children's hospital.
- Created press releases and organized the distribution of press materials.
- Identified and facilitated opportunities for partnerships within the community.

ZINSER PROFESSIONAL SERVICES, Nashville, TN

Sept. 2016 – Mar. 2018

*A Creative Management Group specializing in the "concierge"-style delivery of creative management services for companies in the areas of PR, Design, Web, Brand Management, Copywriting, and Marketing Operations.*

### **Founder | Director**

Gathered client requirements and studied market in order to craft a clear and actionable strategic plan for each client. Led business owners and executive leadership teams in comprehensive behavioral strategy/thought assessments of their companies, brands and customer base. Designed all needed visual materials including, but not exclusive, to web, ads, logos, and merchandise. Built brand packages and guidelines for how to effectively maintain them. Wrote copy directly related to promoting the message and mission of the brand.

**PROFESSIONAL EXPERIENCE** *(continued)*

**SGE | SO GOOD ENTERTAINMENT, Nashville, TN** **Nov. 2013 – Sept. 2016**

*An integrated sports and entertainment marketing company, specializing in the customized activation of sales strategy for Auto Racing, corporate clients, musical artists and athletes across the nation.*

**Creative Director** (Jan. 2014 – Sept. 2016)

**Strategic Partnership Manager** (Nov. 2013 – Sept. 2016)

Designed all marketing/sales materials, led strategic meetings and with clients, storyboarded and directed promotional videos and commercials, and managed private event parties for select clients.

- Created name, branding, and strategic plan for “Mainline Audio”.
- Led collateral art direction for the motion picture “The Identical” promotion at Zaxby’s restaurants.
- Designed car layouts for ARCA and NASCAR series vehicles.
- Planned and coordinated AXS TV concert series promoting reality television group Lucy Angel.
- Co-authored a grant proposal for “*Awake at the Wheel*”. (Narcolepsy Foundation 2014)
- Coordinated marketing efforts for the Operation Troop Aid 200 race. (Nashville, TN)
- Acted as interim on-site management for NASCAR Truck Driver Mason Mingus.

**HARBOR ENTERTAINMENT, Nashville, TN** **Sept. 2012 – Sept. 2016**

*A creative production company specializing in the turnkey translation of the clients’ brand identity and values into a unique experience including branding, product development, and events.*

**Senior Production Manager**

Led teams to logistically plan large-scale events, including coordination with musical talent and management, to create a seamless and professional experience for all.

- Took part in creative brainstorming / strategy sessions, while helping to create a main show schedule.
- Liaised between clients, production departments, and venues to maintain solid lines of communication.
- Ensured every facet of each event was delivered on time, on budget and consistent with the client requirements.
- Directed all on and backstage activities across all production departments.

**PERSONAL**

Public Speaker • Writer • Triathlete • Musician • Cook • Behavioral Science Thought Leader

**SOFTWARE PROFICIENCIES**

Microsoft Office (Word, Excel & PowerPoint) • Adobe Creative Suite (Photoshop, Illustrator) • Apple IOs iMovie • Dropbox for Business • Typeform • Google G-Suite

**THOUGHT LEADERSHIP | RECENT SPEAKING ENGAGEMENTS/ ARTICLES**

Creative Mornings/Nashville Arts and Business Council’s: Creative Career Design Series  
*“Behavioral Design and Perspectives on Achievement”*

Entertainment Health Services Online: Health Series Article  
*“The Plan Before Christmas – How to Mentally Thrive Instead of Survive the Holiday Season”*