

# **JASON G. ZINSER**

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## **Digital Marketing & Business Development Leader | Professional Services**

### **Client Pursuits | Digital Marketing | Communications | Events | Content | Strategy**

Highly accomplished Digital Marketing/Communications Leader & Strategist, with 10+ years of demonstrated success, 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 digital and traditional marketing, event & experiential marketing, integrated campaigns, marketing automation, digital and content, sales enablement 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 as an enthusiastic, highly collaborative, results-oriented professional with a passion for nurturing, and aligning talented teams, across all disciplines, who consistently produce relevant, imaginative, strategic work.

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### **KEY PROFESSIONAL SKILLS**

#### **MARKETING STRATEGY & EXECUTION**

- Works with company leadership to develop big-picture strategies for groups under their supervision.
- Develops in-depth knowledge of the clients key practice capabilities, product offerings, and service delivery capabilities relevant to client targets and services represented.
- Creates and Delivers all digital marketing strategy, support and execution.
- Identifies and manages 3<sup>rd</sup> party relationship opportunities to meet and exceed goals.

#### **BUSINESS DEVELOPMENT | KEY CLIENT TARGETING | PURSUIT TRACKING**

- Utilizes competitive intelligence to identify industry trends and research pursuits; identifies client targets and cross-selling opportunities.
- Identifies new business opportunities for company; works with stakeholders in the office to develop and provide input on relevant business plans, and converts these opportunities into new business.
- Identifies cross-selling opportunities within existing practice group clients and other firm clients and works with the team members and attorneys to expand client relationships.
- Develops and maintains office-wide infrastructure to support an ongoing pipeline of business development and client targeting opportunities, including development, engagement and management of relevant budgets, systems, and processes.

#### **TEAM MANAGEMENT/MENTORING**

- Leads teams of all sizes to strengthen the team through the development/empowerment of team members.
- Develops custom-strategies to strengthen team strategy and product.

#### **RFP RESPONSE | CUSTOMIZED PITCH DEVELOPMENT | PRESENTATIONS**

- Creates and drives strategy for customized pitches and business development presentations.
- Oversees and manages responses to Requests for Proposals (RFPs) involving company leaders, prepares presentations to clients, and tracks wins and losses.

#### **INDUSTRY & COMMUNITY ENGAGEMENT**

- Networks and forges close working relationships and appropriate affiliations for the company to engage with key organizations essential for successful form engagement, building the brand of the company, and to drive expansion of our business referral network.

#### **PR & COMMUNICATIONS | FIRM THOUGHT LEADERSHIP | SOCIAL MEDIA**

- Identifies media and thought leadership opportunities; promotes company brand awareness and practice group promotion via the company's social media channels and other digital media outlets.

EVENT PLANNING & MANAGEMENT | SPONSORSHIPS

- Identifies and manages high-impact event opportunities (including sponsorships, conferences, speaking slots), assesses and communicates the value and cost/benefits to firm.
- Produces and manages seminars, receptions, webinars and other marketing-oriented events.

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.

- POC for all Cooper third party-partner relationships including IT services, design/print services, partners, marketing support
- 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 Marketing Management Group specializing in the "concierge"-style delivery of services for companies in the areas of growth strategy, omni-channel optimization, PR, Design, Web, Brand Management, Copywriting, and general 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.

**EDUCATION**

- University of California Los Angeles – BS. Political Science – *International Relations* (2005-2007)
- North Carolina State University – BS. Political Science – *International Relations* (2007-2009)

**SOFTWARE PROFICIENCIES**

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