

# ZACHARY JOHN TINDALL

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A seasoned communications and digital marketing executive with over 20 years of experience building, promoting and protecting global brands. Exceptional track record leading global teams, managing multimillion-dollar assignments, navigating digital disruption, crafting authentic stories, stoking creative fires and delivering award-winning campaigns.

## PROFESSIONAL SUMMARY

- Successfully lead global integrated marketing campaigns including consumer product launches, corporate announcements, social media campaigns, digital transformation, brand sponsorships and experiential activations.
- Passionate storyteller: able to marry complex business goals and objectives with an audience-first approach to deliver results and authentically elevate corporate and brand narratives.
- Digital expert with expansive experience in social strategy, consumer insights, content creation, paid media, website development, influencer activations and paid media.
- Seasoned client services leader, partner and advisor to senior leadership and c-suite executives.
- Proven experience shepherding creative ideas from concept to execution and ability to sell innovative, first to market ideas to clients.
- Global experience, ability to manage multi-region, multimillion-dollar campaigns. Global market experience includes: U.S., U.K., Netherlands, Germany, France, Spain, Singapore, India, China, Australia, Brazil, Mexico and Canada.

## EXPERIENCE

### STREETSENSE – LOS ANGELES, CA

HEAD OF CREATIVE ADVISORY  
MANAGING DIRECTOR, WEST COAST

AUGUST 2020 – PRESENT  
AUGUST 2019 – AUGUST 2020

2019-Present

*Clients: CBRE, Live Nation, The Hollywood Partnership, Microsoft, Toll Brothers and Logitech*

- Oversee \$30M P&L that includes consulting, brand design, interior design, architecture + planning, marketing, paid media, business intelligence, partnerships and interactive.
- Create brands people love and places people love to be for real estate, hospitality, retail and lifestyle brands.
- Tapped by the CEO to help integrate acquisitions, modernize offerings, elevate creativity + collaboration and create consistent way of working across studios and geographies.

### EDELMAN DIGITAL – LOS ANGELES, CA

EXECUTIVE VICE PRESIDENT, DIGITAL GROUP HEAD  
SENIOR VICE PRESIDENT  
VICE PRESIDENT/GROUP MANAGER

SEPTEMBER 2016 – SEPTEMBER 2019  
SEPTEMBER 2012 – SEPTEMBER 2016  
MAY 2011 – SEPTEMBER 2012

2011-2019

*Clients: Activision, Fox Home Entertainment, Starz, Disney, Samsung, Royal Dutch Shell, Volcom, Sunkist, Hawaii Visitor and Convention Bureau, 3M, The Wonderful Company, Taco Bell, Starbucks, PayPal and Smashbox.*

- Lead Digital Practice with 50+ cross functional team members and 13 direct reports.
- Manage \$13 million P&L that includes Technology, Lifestyle, Food, Health, Entertainment and Gaming clients.
- Restructured Digital team to drive greater integration with Creative and promote Specialty offerings (Paid, Influencer and Analytics). Changes contributed to YOY organic growth, reduced over-service on top accounts and resulted in higher client satisfaction scores.
- Track record of driving organic growth and fostering strong strategic working relationships with CEO, CCO and CMO level stakeholders.
- Strong presentation, verbal and written skills as well as proven ability to develop well-positioned and thoughtful documents and presentations. Regularly lead strategy workshops and creative tissue sessions with clients.
- Launched the largest entertainment gaming titles, Call of Duty and Destiny. Used new and emerging technology to reveal and launch each title and capture the attention of core and casual gamers. Led team whose body of work has won over 15 awards including two Cannes Gold Lions for Call of Duty, [Hack in Black](#) and Hostile Takeover.
- Repositioned the Volcom brand to urban Millennials through a campaign called: [This First](#). The campaign used social [influencers](#) to ignite a global search to find and fund a team of millennials to spend their summer putting their passion first. The campaign resulted in over 10,000 entries globally, 70 million media impression, 7x ROAS and 83% of new visitors to Volcom.com were the targeted 18-34 demo.
- Built always-on content machine for Fox Home Entertainment. Changed how the Studio developed social content and tapped into opportunistic trends that aligned with the affinities of top audience segments. The outcome resulted in fewer and more bespoke pieces of content targeted at specific audience need states. The new strategy increased the social engagement rate by 2.6x, increased Bitly clicks by 35x and increase sales 20% YOY.

## ZACHARY JOHN TINDALL • CONTINUED

- Launched [Samsung Pay](#) a mobile payment system and loyalty program. Increased awareness 2x and drove App downloads among Samsung device users. Developed custom social campaigns, experiential activations at [837](#) and tapped network of influencer ambassadors to drive behavior change and promote the benefits of using Samsung Pay for secure everyday purchases.
- Successfully grew Shell account from a \$50,000 social media audit to a \$2M Social Media AOR in one year.
- Created Shell's Social Media Center of Excellence and established the global governance infrastructure including community management playbook, engagement protocols, content workflows and crisis escalation processes for all global social platforms ranging from Facebook to Sina Weibo.
- Pioneered a number of social firsts for Shell: first energy brand to reach 5 million fans on Facebook, first to launch Facebook Global pages, first energy brand to launch Instagram, Pinterest and Tumblr -- all recognized by [The Telegraph](#).

<b>KETCHUM PUBLIC RELATIONS – WASHINGTON, D.C. &amp; LOS ANGELES, CA</b>	<b>2005-2011</b>
VICE PRESIDENT/GROUP MANAGER	MARCH 2007 – MAY 2011
VICE PRESIDENT	MARCH 2005 – MARCH 2007
ACCOUNT SUPERVISOR	MARCH 2004 – MARCH 2005

*Clients: Chase, The Clorox Company (Green Works), FedEx Corporation, Frito-Lay (SunChips & Doritos), Häagen-Dazs, Hyundai, Kraft, Purina*

- Created Sustainability Practice for agency, led new business prospecting, drafted proposals, managed pitches and represented the agency on key industry panels. Efforts resulted in \$500,000 in revenue after the first year.
- Grew Public Affairs team from 2 to 15 team members, increased annual practice revenue to over \$4 million dollars, supervised team of 8 and managed global account teams in US, Canada, Mexico, Europe and China.
- Launched Clorox Green Works, a line of natural cleaners, through a multifaceted program that included influencer seeding, blogger outreach, a CEO media tour and a groundbreaking partnership with the Sierra Club. The launch generated more than 325 million media impressions and grew the green cleaning category by 300%.
- Worked with SunChips to introduce the world's first 100% compostable chip bag through an influencer, consumer and social media education campaign featuring Al Gore and Earth 911. In total, the compostable bag garnered over 600 million media impressions and included coverage in every top tier print, broadcast and green publication.
- Navigated and provided senior counsel to The Clorox Company during the launch of their first CSR report in 2010.
- Senior counselor to FedEx for issues and crises such as labor negotiations and aircraft incidents. Led crisis simulations and staffed war room during incidents. Also worked with FedEx to communicate their sustainability platform which included renewable delivery fleets, new aircraft acquisitions and the opening of solar powered hubs/facilities.

<b>JOE LIEBERMAN FOR PRESIDENT – NEW HAMPSHIRE</b>	<b>LEAD NATIONAL ADVANCE STAFF</b>	<b>2003-2004</b>
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- Organized, designed and produced campaign events in New Hampshire and in primary battleground states. Events included town hall meetings, major policy speeches, statewide bus/RV tours, rallies, election night events, and national debates.

<b>EDELMAN PUBLIC RELATIONS – WASHINGTON, D.C.</b>	<b>SENIOR ACCOUNT EXECUTIVE</b>	<b>2002-2003</b>
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- Developed communications materials such as legislative summaries, dear colleague letters, press releases, letters to the editor, opinion editorials, media advisories, white papers and marketing and communication plans for Fortune 50 clients.

<b>KETCHUM PUBLIC RELATIONS – WASHINGTON, D.C.</b>	<b>ACCOUNT EXECUTIVE</b>	<b>2000-2001</b>
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*Clients included: Cingular, The Clorox Company, Delta Air Lines, FedEx Corporation, Bridgestone/Firestone Tires, The Puerto Rico Industrial Development Corporation, Reliant Energy*

- Secured press coverage and built grassroots coalitions to influencer the White House, Members of Congress and federal agencies. Cultivated congressional staff contacts, attended congressional hearings and conducted legislative analysis on behalf of Fortune 50 clients.

<b>CLINTON/GORE WHITE HOUSE – WASHINGTON, D.C.</b>	<b>ADVANCE TEAM</b>	<b>1999-2000</b>
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- Coordinated presidential motorcade, press pools, event production and onsite briefings for President Clinton and Vice President Gore at high profile events nationwide, including the Global Conference on Reinventing Government and the 50th Anniversary of NATO.

## EDUCATION

<b>ARIZONA STATE UNIVERSITY – TEMPE, AZ</b>	<b>1994-1997</b>
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Bachelor of Arts Degree, Political Science with a minor in Spanish.

<b>AMERICAN UNIVERSITY – WASHINGTON, D.C. (WASHINGTON SEMESTER PROGRAM)</b>	<b>FALL 1997</b>
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Internship with polling firm Penn, Schoen and Berland and research project on Campaign Finance Reform.

<b>CENTRO SUPERIOR DE DESARROLLO INTERNATIONAL – MADRID, SPAIN</b>	<b>SPRING 1998</b>
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Internship with Spanish federal agency and research project on Information Technology Deregulation in Spain.