Zachary Simms

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**Head of marketing**

***15+ years of success driving consistent revenue growth and overseeing complex business operations.***

Accomplished Marketing Executive with proven success in driving innovation and early adoption of emerging technologies and platforms. Expert in managing relationships with high-profile clients and translating marketing and social media needs into results-driven sales strategies. Demonstrated analytical skills and expertise working with sales and marketing teams to achieve success in running both paid and organic digital marketing campaigns and customer acquisition. Renowned the world over for an excellent sense of humor, strong attention to detail, and a passion for storytelling as a key component of the customer journey. Proficient in Salesforce, HubSpot, High Level, PPC, SEO, Content Marketing, Marketing Strategy, Performance Marketing, Copywriting, Google Ads, Market Analysis, Destiny 2, and parenting.

**Professional Experience**

FOJACS HOLDINGS, Spokane, WA

***Founder/Marketing Director, Nov 2011 – Present***

Founded a B2B/B2C Digital Marketing group that included lead generation, funnel development and management, call center operations, and full-suite digital marketing. Developed processes to improve cloud-based account management, lead conversion, and upsell opportunities, leading to a significant, measurable lift in key metrics. Spearheaded creation and build out of product marketing campaigns integrated across print advertising, paid digital, and trade-show presence informed by customer use cases and end-state requirements. Proactively worked with Founders and C-Level clients on technical onboarding, ensuring an opportunity to listen to their concerns while developing solid business partnerships.

* Evaluated consumer preferences and behaviors, combined with market trends and historical date, to adjust positioning and enhance paid and organic campaigns.
* Worked closely with all technical, sales, marketing, and product development departments to create and maintain marketing materials for sales presentations and client meetings.
* Identified potential markets to capitalize on underserved areas and developed market awareness campaigns to drive customer acquisition.
* Customized a white-label, cloud-based SaaS offering and increased MRR by 37% in 60 days.
* Implemented product marketing strategies which resulted in 23% growth in customer acquisition during Q1 2020.

Accenture, San Francisco, CA

***Business Strategy Consultant, Mar 2016 – Apr 2017***

Conducted in-depth consultations and data analysis regarding clients’ business development strategy and product vision; advised on lucrative growth methods, investments, and industry trends in financial services, tech, and retail consumer goods. Excellent organizational and analytical skills allowed smooth management of engagement requirements. Demonstrated ability to present information and provide strategic finance support to C-Suite, streamline business processes, and drive continuous improvement.

* Interfaced with Fortune 500 companies to assess their current business frameworks and value proposition, analyze established processes, develop creative strategy roadmaps, training goals, and measure brand performance data to determine a plan-of-action for improvement.
* Performed market research and streamlined marketing strategies to maximize brand exposure, execute risk analysis, advise on security systems and emergency response, and provide direction on protecting sensitive information and assets in a competitive environment.
* Collaborator with C-Suite clients to institute budgets, review vendor contracts, and determine appropriate fund allocations.
* Write reports and formalize high-quality briefing and presentation material to outline corporate roadmaps and SWOT analysis that align corporate strategy with subsidiaries to thrive and advance in the marketplace as agile, industry-leading organizations.

United States Navy, Honolulu, HI

***Naval Flight Officer, Dec 2004 – Mar 2016***

Combat-proven Naval Flight Officer driven to deliver performance with aircraft/fleet operations, safety, and maintenance leadership experience. Positioned as the first-hand to U.S. Navy executive leadership accountable for operational planning, completing detailed analysis, and drafting comprehensive and articulate reports with strong written communication skills. Served as Aircraft Maintenance Officer responsible for operational performance of squadron's fleet of aircraft.

* Directed deployment operations, aircraft maintenance and repairs, and education and training in safety policies of personnel in support of combat operations.
* Led the operational planning, safety, and database management of a squadron housing **35 jets at $65M each, totaling $2B+.**
* Managed a team of 78 Sailors during high-tempo, combat operations.
* Oversaw multiple complex technical projects and program initiatives including the integration and operation of cutting-edge CRM and scheduling software; identified areas of organizational inefficiency and potential cost reduction; **resulting in decrease of 40% in scheduling time, $90K reduction in flight costs, and 15% higher efficiency in production operations.**

**Education**

Jack Welch Management Institute

Herndon, VA

*M.B.A. Business Administration Candidate (Expected graduation Dec 2021)*

University of South Florida

Tampa, FL

*B.A. History (Dec 2004)*

**cERTIFICationS**

INSEAD

fontainebleau, france / online

*Business Strategy Certificate (2016)*

YEXT

new york, ny / online

*Yext Certified Professional (2019)*

Google

menlo park, ca / online

*Google Ads Display Certification (2021)*

Google

menlo park, ca / online

*Google Ads – Measurement Certification (2021)*

HubSpot Academy

cambridge, ma / online

*Social Media Marketing Certification (2021)*