

ZACH CHAMBERS

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CREATIVE MARKETING LEADER

Creative Direction | Network Branding | Department Leadership | Mentorship | Project Management | Budgeting

With over 25 years of experience, I have successfully led creative teams in the television and movie industries. Throughout my career, I have achieved significant milestones, including launching four networks and rebranding many more. My expertise lies in building and managing creative teams that are focused, efficient, and enjoyable to work with. I lead by balancing strategic planning, mentorship, empathy, and inspiration. I am passionate about fostering collaboration and creativity to consistently exceed client expectations. I am eager to bring my extensive leadership experience to drive initiatives and inspire teams within an open and creative organization.

PROFESSIONAL EXPERIENCE

INSP, LLC | Charlotte, NC | 2001 - Present

Privately held entertainment company featuring a top 10 cable network (INSP), Imagicomm Entertainment (film production & distribution), and FAST Channel Networks (Western Bound - US, International, Spanish, and Portuguese).

VP of Creative Design - (2016 - Present)

Currently, I lead a team of 20, providing design services for all aspects of our business. The graphic design team creates key art for our original series and movies, digital marketing, social media, and sales materials. The motion design team focuses on elements for on-air promos, social media, and visual effects for our movies. The operations team is made up of project managers who ensure everything happens on time and within budget. My role is to oversee all creative efforts, act as the brand manager for our multiple initiatives, manage and mentor the staff, interface with other department heads on shared projects, and create and manage our budgets.

Key Projects:

Re-branding of INSP 2020 & 2023 - In order to keep the network fresh and modern, we completely rebrand our network visually every three years. This monumental task gives our viewers a new experience and motivates the creative team to come up with fresh ideas, preventing burnout. Both rebrands were completed in-house, saving the company approximately \$3 million each cycle. Additionally, in 2022, we changed our logo to match our content and cement our position as the leader in western networks.

Relaunched the INSP website and launched eCommerce in 2023/24 - Working with our digital marketing team, we led the design phase of relaunched the INSP website in a ground-up rebuild. This will not only add functionality and move us to a modern platform but also give our viewers a home base for blogs, show information, sweepstakes, and games focused on the western TV classics they love. The ShopINSP eCommerce experience has allowed our viewers to proudly show off their fandom with western items based on our classic shows, the cowboy code, and holiday themes. These initiatives have opened up new revenue streams for the company through advertising on the site, profits from the shop, and the online games section of the site.

Director of Creative Services - HalogenTV, iLife & INSP (2008 - 2016)

Led a group of five motion designers and six producer/editors to launch the on-air look and promotions for a new, younger lifestyle network soon to be named HalogenTV. Later, we turned our attention to transforming INSP into a general entertainment network.

Key Project:

Launching of Halogen TV - Our team started with a completely blank page, and I worked with the executive team and the GM to discuss programming choices and determine the vibe and feel of the network. We launched with a full graphics package, completed show packages for all the original programming, and a full slate of on-air promos. Halogen was sold after a solid run to Participant Media for \$20M.

Director of Creative - Snap5 & Media-Comm (2001 - 2008)

Co-led the graphics department at Media-Comm as we began hosting the FOX-owned Speed Channel. During that time, we provided all graphics support for Speed as well as other internal and external clients. This led to the opening of Snap5, a design agency marketed separately from Media-Comm. Other clients included the Charlotte Hornets, NASCAR, and the launch of the Charlotte Bobcats with their own TV network, CSET.

Key Project:

Launching of Speed Channel - Our team of five motion designers fully supported all graphics for comprehensive coverage of 5-10 live races per week, two live news broadcasts, and approximately six studio shows each week. Over the course of this contract, we expanded to 12 designers and became an invaluable part of their production workflow.

PROFESSIONAL EXPERIENCE (continued)

Primal Screen | Atlanta, GA | 1998 - 2001

Privately held design and animation studio focusing on children's entertainment. Clients include Cartoon Network, PBS Kids, Boomerang, Nickelodeon, and CBS.

Motion Designer -

I began as a motion designer, working closely with the cel animators, and gradually took on leadership positions within the company as my skill level increased and my relationships strengthened.

Key Projects:

Rebranding of Cartoon Network - I joined the company in the midst of the year-long project of rebranding Cartoon Network with hand-animated promos, menus, and interstitials. This project involved about 30 artists. Towards the end, I began project managing the design side and mastering the final deliverables.

Brak Presents the Brak Show Starring Brak - I worked as a motion designer, project manager, and editor on this star-studded 44-minute pilot for an episodic show on Cartoon Network.

EDUCATION

Western Carolina University | Cullowhee, NC | 1994 - 1998

Bachelor of Fine Arts with a concentration in graphic design and a minor in marketing.

ACTIVITIES

The Global Entertainment Marketing Academy of Arts & Sciences

-Active since 1998, multi-time award winner and 3 time awards judge (formerly PromaxBDA)

Avondale Pres. Church | Charlotte, NC

- Elder (three year terms starting in 03, 08, 15 & 18)
- Director of Youth Ministry (2001-Present)
- Various Committee Chairs (03-Present) and Pastor Nominating Committee (18-19)

Boy Scouts of America | Charlotte, NC

- Assistant Scoutmaster/New Scout Leader/High Adventure Trip Leader (2016-Present)
- Assistant Cub Master/Den Leader (2012-2017)
- Eagle Scout (1996)

Construction Volunteer Team Leader

-Trip leader to locations such as Haiti, Peru, Mexico, WA, KY, NY, WV, LA, SC & NC.

TECHNICAL SKILLS

Adobe Creative Cloud

- Photoshop, AfterEffects, InDesign, Premiere and Illustrator.

Microsoft Office

- Excel, Word and Power point.

Photo shoot direction

- Talent Direction, Set design, prop sourcing and building and construction.

Knowledge of best marketing practices in the television industry.