

I build brand and creative functions, and I've led the teams inside them for five years — content, social, design, video, and comms. My work starts with *conviction*, not messaging: what a company believes, why its buyers should care, and how that belief shows up in every asset and channel. Twelve years in verticals where buyers are skeptical of marketing by default, so the work has to earn trust before it can ask for anything.

SELECTED WORK 01 / 02

- 01

Coca-Cola 600 Brand Sponsorship

FLEETIO

Conceived and built the plan for the company's first national brand sponsorship: strategic brief, messaging architecture, creative direction, channel strategy, and activation roadmap. Executing in market throughout 2026.
- 02

AI-Native Creative Operations

LEVEL ACCESS

Rebuilt design and content workflows around Claude so projects arrive ~80% complete before human touch — the team refines what matters instead of producing variants. Paired with a pipeline that flags decaying content, drafts the update, and routes it to an editor to publish.
- 03

Five Years Leading Creative Teams

FLEETIO

Hired the content and social team, grew it through four stages of company scale, and expanded scope to an 8-person group across content, social, design, video, and PR/comms, plus agency management. Held final creative sign-off, built the intake and prioritization systems that replaced ad hoc requests, and directed a full trade show booth redesign end to end.
- 04

Corporate Narrative for the AI Era

LEVEL ACCESS

Built the company's first ladder corporate narrative and sequenced its rollout against three category moments: the first-ever user conference, the annual state-of-the-industry report, and the first Gartner Magic Quadrant for the category. Presented to the executive leadership team and the board.
- 05

Content Engine → Pipeline

FLEETIO

Grew organic traffic +40% YoY and organic MQLs +30%; the top-of-funnel engine now influences ~45% of inbound leads. Built the multi-format system behind it and a library of 15+ customer case studies still in active use across the sales cycle.
- 06

First Brand Campaign

LEVEL ACCESS

Drafted the company's first brand campaign and built the ad and activation sequence against an \$80K budget. Rebuilt the paid testing framework with demand gen to measure impact of placements over volume, freeing budget for experimental creative.

EXPERIENCE 02 / 02

Level Access Senior Director, Corporate Marketing

2026 - Present

DIGITAL ACCESSIBILITY & COMPLIANCE · \$100M ARR · PE-BACKED · SOFTWARE + SERVICES

Lead the brand, content, PR/comms, social, and design teams. Own corporate narrative, creative standards, and the brand campaign. Rebuilt PR strategy around compounding narrative moments rather than reactive placements; established the company's first voice and tone guidelines and a library of AI skills for voice, research, and thought leadership direction.

Fleetio Director, Brand Campaigns · Director, Content Marketing

2021 - 2026

FLEET MAINTENANCE & OPTIMIZATION PLATFORM · SERIES D · \$1.5B VALUATION · 8M+ VEHICLES

Led content and social from 2021 forward, expanding to the full brand and creative function — 8 reports across content, social, design, video, and PR/comms. Built the brand campaigns function from scratch, owned the annual campaign roadmap end to end, developed the brand-level messaging architecture and conviction framework distinct from product positioning, and built the creative operating systems that raised output velocity across the team.

Progressive titles: Lead → Manager → Senior Manager → Director

AUTOTEC, LLC / MANAGER, MARKETING & COMMUNICATIONS	2020 - 2021
CAYENNE CREATIVE / SENIOR DIGITAL COMMUNITY MANAGER	2016 - 2020
BOOKS-A-MILLION / BRAND CONTENT COORDINATOR	2014 - 2016
PRACTICE	BRAND STRATEGY · MESSAGING ARCHITECTURE · CREATIVE DIRECTION · INTEGRATED CAMPAIGNS · CONTENT SYSTEMS · TEAM LEADERSHIP · AI-ENABLED WORKFLOWS
EDUCATION	BS COMMUNICATIONS, UNIV. OF NORTH ALABAMA · ATLAS EXECUTIVE LEADERSHIP · CMO INSTITUTE VII

EXAMPLES OF WORK

FRAMEWORKS, CAMPAIGNS & CREATIVE

FRAMEWORKS I'VE BUILT

IN PRACTICE

Conviction-Led Messaging Architecture

THE SYSTEM UNDERNEATH THE WORK

Most brand messaging skips straight to solutions and features without establishing convictions first. Convictions are what make an audience say *exactly* — they turn silent frustrations into shared beliefs and earn the right to present a solution. Built at the brand level, distinct from product-level positioning, and used to originate campaigns, narrative, and executive communications alike.

CORPORATE STRATEGY → ELEVATOR PITCH → AUDIENCE → PROBLEMS → **CONVICTIONS** → PERCEPTIONS → SOLUTIONS → USE CASES → FEATURE SETS

Bookmark-Worthy or Forward-Worthy

THE EDITORIAL BAR

Every piece either earns a save — long-term reference value and search visibility — or earns a send, resonating enough that someone forwards it to a colleague. Content that does neither doesn't publish. A single question that replaces volume targets with a quality gate, and gives a lean team a defensible reason to say no.

AI-Enabled Creative Operations

HOW A LEAN TEAM PUNCHES ABOVE ITS WEIGHT

Design and content workflows built on Claude: automated content decay detection with first-draft generation, MVP-stage design output that arrives ~80% complete, and a skills library encoding voice, research standards, and thought leadership direction. Automation on the front end, human gates on what matters — what we work, the quality bar, and what ships.

CAMPAIGN & CREATIVE WORK

SELECTED EXAMPLES

COCA-COLA 600 BRAND SPONSORSHIP	NATIONAL CAMPAIGN · STRATEGY → ACTIVATION
LEVEL ACCESS BRAND CAMPAIGN	FIRST-EVER · ADS & ACTIVATIONS · \$80K
TRADE SHOW BOOTH REDESIGN	AGENCY DIRECTION · CONCEPT → NARRATIVE
MULTI-FORMAT CONTENT ENGINE	INTERVIEW → EDITORIAL, SOCIAL, VIDEO, EMAIL
CUSTOMER STORY LIBRARY	15+ CASE STUDIES · ACTIVE IN SALES
VOICE & TONE SYSTEMS	OPERATIONALIZED IN CLAUDE · NON-WRITERS STAY ON VOICE

WHAT I BELIEVE

The most powerful brands win because they create a community of shared beliefs, not just a customer list. Most brand work starts with the message. I start with the conviction.

FULL PORTFOLIO AND FRAMEWORKS → [ZDSEARCY.COM](https://zdsearcy.com)

ZACH SEARCY · BRAND & CREATIVE LEADERSHIP

[ZDSEARCY.COM](https://zdsearcy.com)