

ZACH ZAMCHICK

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PROFESSIONAL EXPERIENCE

Octagon, Inc.

Experiential Creative Director

2024 – Present

New York, NY

- Concepted and led the design of brand experiences at major sporting events including FIFA World Cup, NBA All-Star Weekend, The Masters, NCAA Final Four, NYC Marathon, and more.
- Navigated a complex IP landscape, delivering on the requirements of each client, sponsored event, star talent, and featured partner while telling a cohesive and compelling brand story.
- Bridged the gap between Experiential and Creative teams— encouraging producers to embrace bigger challenges, and designers to ideate within realistic parameters.

Notable Clients: Coca-Cola, Delta, Home Depot, PlayStation, Bank of America, Comcast Business.

United Entertainment Group

Senior Director, Brand Experiences

2022 – 2024

New York, NY

- Entrusted with the most senior role in Brand Experiences within 1 year of joining UEG - supervising all junior team members and collaborating across departments to redefine our core offerings & strategies.
- Leveraged cultural insights, influencer relationships, and immersive techniques to design experiences that hit client KPIs (attendance, earned, social, sampling, etc.)
- Led a team of 6 in the top-to-tail execution of programs across eBay Luxury, Collectibles, Motors, and Sneakers, growing the account to capture the department's highest margins.

Notable Clients: eBay, TJ Maxx, The World Expo, LEGO, Ziploc, Haleon, The United Nations, Starbucks.

CAMP: A Family Experience Company

Creative Strategist

2022

New York, NY

- Designed immersive environments, virtual campaigns, and new CPG offerings for private label & partnership activations in NYC, LA, Boston, Atlanta, and Dallas.
- Developed in-house experiences to facilitate future turnkey client activations.

Notable Clients: Disney, Nickelodeon, Paramount+, Mattel, H&M

Production Glue

Business Administration Lead

2019 – 2021

New York, NY

- Spearheaded RFP responses in the brand activation, exhibition, and special event verticals.
- Pioneered new outbound BizDev strategy in the wake of COVID. Overhauled existing systems to deepen insights and capture key learnings.

Notable Clients: Rockefeller Center, Blizzard Entertainment, Frieze NY, HBO, Ferrari, Nike, Bloomberg

Base Entertainment

Creative Producer / General Manager

2019

Las Vegas, NV

- Assessed the appeal and viability of entertainment concepts for the Las Vegas Strip & touring markets.

- Oversaw contracting, marketing, and finances for *Criss Angel Mindfreak* at the Planet Hollywood Resort & Casino. Remedied key inefficiencies, saving stakeholders \$350k/year and righting *Mindfreak's* financial trajectory.

Notable Projects: Magic Mike Live, Absinthe, Matt Franco, The Voice Live, The Whitney Houston Hologram Concert

Beat the Bomb 2017-2019
General Manager Brooklyn, NY

- Led a team of 25 in the design, operation, and ongoing promotion of a high-tech escape room's flagship location in Dumbo, Brooklyn, facilitating \$1.5M in first-year revenue.
- Evaluated avenues for franchising, strategic partnerships, additional corporate locations and online activation— Laying the groundwork for locations in NYC, Atlanta, and Washington, DC.

Variety Worldwide 2013-2017
Creative Producer New York, NY

- With the producers of *Sleep No More*, developed the circus-infused *Queen of the Night* in Times Square.
- With the owners of The Box, led a team of creative directors, chefs, illusionists, and designers in the creation of a new nightlife experience in Columbus Circle.
- With Broadway Asia, created *Peter Pan: Adventure Island*, an \$11M production in Beijing. Devised a system for tracking 32 distinct story-arcs across a 50,000 sq. ft. warehouse.
- Generated immersive theatrical concepts for Cirque du Soleil, Royal Caribbean Cruise Lines, The Rockettes, and The Stranger.

Zamchick & Company 2013-Present
Creative Producer New York, NY

- Designed & produced independent immersive entertainment concepts, rallying teams of Broadway designers, Hollywood writers, circus directors, Michelin-starred chefs, Nightlife impresarios, magicians, game designers, creative technologists, and world-class performers.
- **Select Projects include:**
 - The Hitchhiker's Guide to the Galaxy (2022) with Prodigal Inc.
 - Midsummer: A Shakespearience (2021) with Variety Life Productions
 - Eschaton (2020) with Chorus Productions
 - Carmen: To Havana & Back (2019) with Variety Life Productions

SKILLS & APPLICATIONS

Skills: Experience Design, Creative Strategy, Budgeting, Contract Development & Negotiations, Earned Media, Event Marketing, Union Negotiations, Talent & Influencers, Partnerships, Event Production, Graphic Design, Copywriting, Team-Building, Mentorship.)

Applications: AI (ChatGPT, Midjourney, Stable Diffusion), **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, etc.), **Presentations** (Powerpoint, Keynote, Google Slides), **Databases & Spreadsheets** (Airtable, Microsoft Excel, Google Sheets, Numbers), **Project Management** (Asana, Monday, Trello, Smartsheet), **Music & Video** (Twitch, OBS, Final Cut Pro, iMovie, Audacity, Logic, ProTools), **Social Media** (TikTok, Snap, Discord, Insta, etc.), **Misc.** (Basic Javascript, Finale, Procreate).

EDUCATION

Sarah Lawrence College, Bronxville, NY 2012
Bachelor of Arts, Theater & Psychology