

Zach Roberts

615-210-2791 | mgopzr@gmail.com

EDUCATION

Belmont University

GPA: 3.01

Degree: Bachelor of Business Administration in General Business

Graduated: August 2021

Nashville, TN

EXPERIENCE

Tennessee General Assembly, House Majority Caucus

Senior Legislative Advisor

Executive Assistant of Policy and Research

Nashville, TN

June 2023 – Present

January 2023 – June 2023

- Analyze and advise the House Majority Caucus Chairman and 74 other caucus members on critical pieces of public policy, legislative and political matters, provide analysis and talking points on various issues.
- Led a caucus-wide operational efficiency project by building and implementing a workflow software, co-lead in managing workflows across the seven-member caucus staff team, and manage the day-to-day operations of the House Majority Caucus Chairman's office.
- Liaise between caucus members and various campaign vendors and consultants, assist in legislative surveys and updates mail design, analyze voter data files, regularly review and analyze polling data, advise caucus members' campaigns, and assist constituents with various issues.
- Lead and assist with various legislative research projects and assist with legislation drafting.
- Work closely with the Press Secretary to strategize and implement the caucus' communications messaging, construct talking points, write speeches, staff media appearances, draft press releases, public statements, letters, and other literature on behalf of the caucus and individual members, monitor and respond to various media stories, and manage an array of media projects.
- Lead caucus social media and digital efforts by strategizing and implementing social media campaigns across Twitter, Facebook, and Instagram, design social media graphics using Adobe Express and Canva, and have been instrumental in increasing Twitter following by 16.5%.
- Write copy, analyze traffic, and assist in managing the caucus' WordPress website.
- Lead all event planning efforts, including but not limited to an all-inclusive three-day retreat for over 100 attendees, individual member fundraisers, and an annual caucus fundraiser with hundreds of attendees.

Tennessee Chamber of Commerce and Industry

Associate Vice President of Political Strategy & Engagement

Nashville, TN

September 2022 – January 2023

- Strategically led legislative and political projects, planned and hosted an introductory event for all incoming Tennessee General Assembly members, supported the team through various research projects, and assisted in drafting legislation.
- Led all political fundraising efforts, led the Chamber's PAC Committee, advised chamber leadership and members on financial political engagement, constructed a comprehensive 5-year strategic plan for the PAC that included a distribution formula, steps to establish a Super PAC, and engagement through independent expenditures, increased PAC contributions by 50%, and oversaw all ethics compliance.
- Led communications strategy and implementation, monitored media stories, analyzed news trends, drafted press releases, led all internal and external communications efforts, contributed to various publications and newsletters, assisted in the launch of a new podcast, and assisted in constructing and implementing social media strategies.

Kurt Winstead for Congress (TN-05)

Campaign Manager

Nashville, TN

April 2022 – August 2022

- Served as the primary advisor to the candidate, worked alongside the campaign's general, media, digital, fundraising, and communications consultants to establish and execute their respective plans, and led the overall campaign strategy and engagement.
- Led the implementation of the campaign's communications' plan by managing media relationships, providing media statements and responses, drafting and distributing press releases, and monitored pertinent television and radio ad buys.
- Established and managed the campaign's Facebook, Twitter, Instagram, LinkedIn, and TikTok accounts, constructed and published content in accordance with the campaign's overall strategy, and monitored pertinent social media ad buys.
- Established and executed a robust campaign field plan, including planning and hosting grassroots events, leading a district-wide get out the vote (GOTV) tour.
- Led the campaign's data efforts by regularly analyzing voter files using i360 and GOP Data Center, constructed and implemented various data-driven strategies to increase name I.D, relay the candidates messaging, and voter turnout, via texting, live calls, phone banking, and canvassing.
- Managed a team of 2 full-time staff members.

McMahan, Winstead & Richardson

Communications and Government Affairs Manager

Intern

Nashville, TN

September 2020 – April 2022

December 2019 – September 2020

- Lobbied Congressional staff and members of the Tennessee General Assembly on various public policy topics, conducted various legislative, rule, and procurement research projects, led and managed the annual spring internship program, drafted and reviewed client contracts, oversaw the tracking of over 1,500 bills annually, and aided in relevant information sourcing to achieve clients' goals.
- Assisted in PAC management, including fundraising, distribution, and donation tracking.
- Led all internal and external communication efforts, formulated talking points for internal and external use, drafted bill reports, blurbs, and other summaries for clients, and compiled and distributed pertinent stakeholder, rulemaking, and legislative proceeding notes, wrote and distributed political and legislative updates to clients.
- Led the strategic establishment and implementation of Facebook, Twitter, and LinkedIn accounts and their respective plans, led the rebuilding of the firm's website, including copywrite and design, managed the website's functionality and content, assisted in constructing and implementing a plan to increase the site's SEO.
- Formulated a weekly master calendar for the firm, aided in managing five firm members' schedules, worked with legislator's offices to set up meetings for firm members, and performed various miscellaneous clerical tasks.

Baker Group Strategies

Intern

Nashville, TN

September 2019 – December 2019

- Conducted various forms of research, monitored pertinent media outlets, performed various data entry tasks, assisted in grassroots events, recruited volunteers, and performed various miscellaneous clerical duties in support of Bill Hagerty's U.S. Senate campaign.

Music City Lawn and Landscape

Owner

Nashville, TN

May 2017 – December 2019

- Advised clients on various practices of golf course, residential, and commercial turf and landscape management, designed and managed an array of landscaping projects.
- Built and managed digital assets, including website, online payment processor, Facebook, and Instagram accounts, constructed and implemented corresponding social media plans, and oversaw all paid and organic marketing efforts, including direct mail, digital, and search engine advertising.
- Managed a client database, constructed work plans, managed a fleet of equipment worth nearly \$100,000, and supervised a team of four to six employees.

LEADERSHIP

America's Future - Nashville	October 2023 – Present
<ul style="list-style-type: none">Board Member (October 2023 – Present)	
Montgomery Bell Academy – Young Alumni Board	August 2021 – Present
<ul style="list-style-type: none">Career Day Committee; Co-Chair (Aug. 2021 – Present)	
The Community Foundation of Middle Tennessee – The Tomorrow Fund	January 2021 – December 2022
<ul style="list-style-type: none">Social Committee; Co-Chair (Jan. 2021 – Dec. 2021)	
Park Center	November 2020 – August 2022
<ul style="list-style-type: none">Associate Board Member	
Nashville Junior Chamber	November 2020 - Present
<ul style="list-style-type: none">Civics Committee; Vice-Chair (Nov. 2020 – January 2023)Professional Development Committee; Liaison (May 2021 – Dec. 2021)Sponsorship Committee; Liaison (May 2021 – Dec. 2021)Golf Tournament Organizers Committee; Member (May 2021 – Oct. 2021)	
Tennessee College Republicans Executive Board	February 2020 – January 2021
<ul style="list-style-type: none">Middle Tennessee Vice Chair (Feb. 2020 – Jan. 2021)	
Belmont College Republicans	August 2019 – August 2021
<ul style="list-style-type: none">Director of Events (Apr. 2020 – Apr. 2021)	
Sigma Chi – Eta Xi Chapter	January 2016 – May 2017
<ul style="list-style-type: none">Risk Manager (Aug. 2016 – May 2017)Spring Formal Chair (Jan. 2017 – May 2017)	
Austin Peay State University – Varsity Football Player	June 2015 – March 2016

MEMBERSHIP

American Association of Political Consultants (AAPC)
Clarksville Sigma Chi Alumni Chapter
Davidson County Young Republicans
Nashville Junior Chamber (NJC)
Nashville Sigma Chi Alumni Chapter
National Rifle Association (NRA)
Tennessee Young Republicans
Tennessee Republican Party