

THE ZIPIE BOSSIER

THE TEAM

Nate Spry

"THE CAPTAIN"

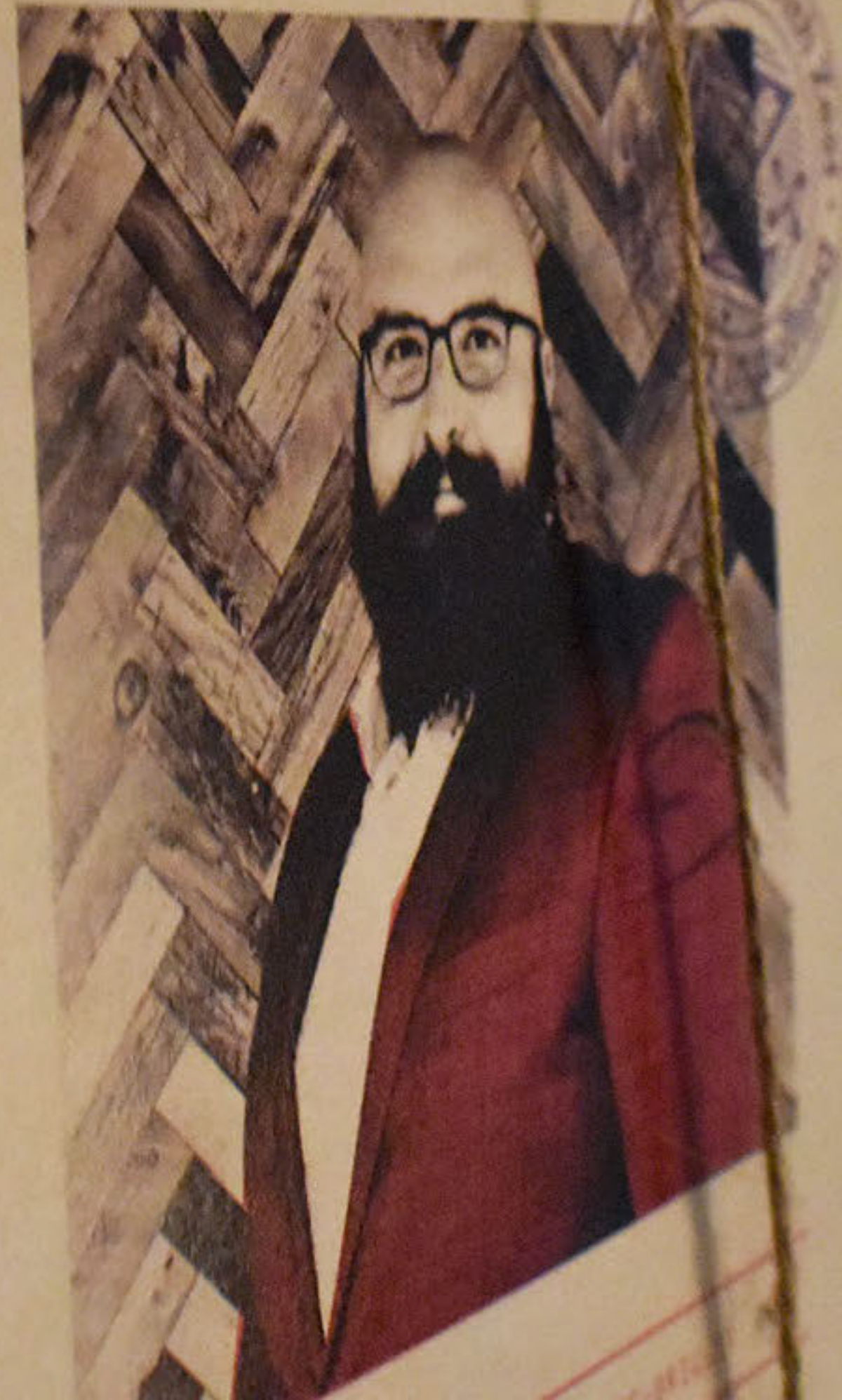


ROLE	President
CREATIVE TYPE	Visionary
PERSONALITY	INFJ
HOUSE	Gryffindor
PATRONUS	Basset Hound
ALIGNMENT	Neutral Good

With more than 15 years of web and advertising experience, Nate offers a deep knowledge of digital marketing and brings a powerful level of strategic thinking to the Zipie team. When thinking about his interest, it can be summed up in two words: Star Wars. However, Nate is also a huge music connoisseur. If he is blasting music at full volume in his office for all the neighbors to hear, it only means one thing - he's in the zone! In addition, he loves Broadway and primarily eats beige food. He will sometimes delight the office with the presence of his two little minis, Lily and Olive.

Goal

Create an emmersive print piece that showcases who Zipie is.



Zipie



The company that was to become Zipie originated in 2010 as Beasley Print, a printing company with specialties in the automotive industry. Since that time Zipie has grown into a full-service marketing agency with two locations in both Lexington, Kentucky and New York, New York. Since our inception, Zipie has grown in size and strength, adding clients

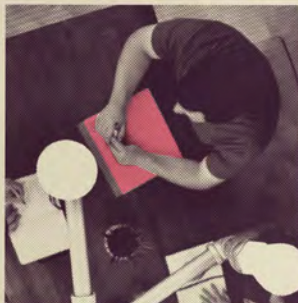
in nine states, a full suite of marketing and advertising services, and staff with collective decades of experience. We help businesses large and small reach their full potential through innovative integrated marketing solutions.

Our team

Our strength comes from our team. We're a collaborative group that works together to develop and execute projects to work seamlessly across a variety of platforms, from digital to print and beyond. Our team currently includes eight full-time staff members including our Accounts, Digital, Financial and Creative teams. We average more than a decade of relevant marketing experience with a wide variety of clients in a range of industries. Because we work in a team environment with shared skill sets, we are able to meet your critical deadlines every time.

Your Account Executive serves as your lead point of contact; however, you have direct access to the Creative team whenever needed. This transparent structure allows for collaboration between our team and Frankfurt Plant Board. Our goal is to deliver excellent customer service and superior work that in turn creates lifelong relationships.

When you work with Zipie, our team is your team. Each of our team members will touch your project at some point in the process.



Nate Spry

THE EXPLODER



ROLE: President

CREATIVE TYPE: Visionary MEYERS-BRIGGS: INFJ

HOUSE: Gryffindor PATRONUS: Basset Hound ALLIEMENT: Neutral Good

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Tatiana Adair

THE SCIENTIST



ROLE: VP of Operations

CREATIVE TYPE: Unknown MEYERS-BRIGGS: Unknown

HOUSE: Hufflepuff PATRONUS: Unknown ALLIEMENT: Lawful Good

Tatiana has been fortunate enough to see the Zipie team go through many changes over the years. She has brought her own creative solutions and problem solving to the company, having a significant impact on how it's been shaped. Acting as VP of Operations, Tatiana lends her skills to both Zipie and our sister company, Paul Miller Motor Company. Frequently working on projects for both, she originally hails from Russia and has written over a hundred poems in Russian and several songs in English. A huge music lover, Tatiana also loves yoga, the ocean, and plants. She frequently brings her teachings of mindfulness to the team.

Nicole Marcum

PRECISION CONTROL



ROLE: Administrative Director

CREATIVE TYPE: Producer MEYERS-BRIGGS: ENFJ

HOUSE: Hufflepuff PATRONUS: Black Mare ALLIEMENT: Lawful Good

Since 2017, Nicole has been a part of the Zipie team, reshaping and improving processes as the Traffic Manager. In 2020 she joined the leadership team and was promoted to an Administrative Director, overseeing team members, tackling various administrative and operations tasks, and continuing her original role in traffic. Nicole needs out on process improvement, Harry Potter, and books of all genres. Secretly she aspires to finish one of the four novels she has started but can never seem to find the time because it's taken up by her wild daughter, Vivian. She wouldn't have it any other way though. Catalase by nature, she enjoys being the mother hen at Zipie. Usually in her free time Nicole is spending time with her family outside. They enjoy camping, lakes, and bike rides together.

Caleb Costelle

THE EXPLODER



ROLE: Graphic Designer

CREATIVE TYPE: Maker MEYERS-BRIGGS: INFJ

HOUSE: Ravenclaw PATRONUS: Nebelung Cat ALLIEMENT: Neutral Good

Caleb has been designing at Zipie for over two years. Over that time, he has let his love for comics and print seep into Zipie's design style. He loves bringing stories to life with illustration, type, and motion and is continually learning new ways to solve clients' challenges through design. In his free time he enjoys hiking and kayaking with his wife, filling up sketchbooks, and taking care of his cat Daisy and chinchilla Aubrey.

Porchia Gaspard

THE REASSURANCE



ROLE: Account Coordinator

CREATIVE TYPE: Thinker MEYERS-BRIGGS: Unknown

HOUSE: Ravenclaw PATRONUS: Dapple Grey Mare ALLIEMENT: Lawful Neutral

Porchia started out with Zipie in 2019 as the Marketing Assistant. To say she's taken a dive in a couple different positions would be an understatement. However, she quickly found her home on the account side as an Account Coordinator. She loves being face-to-face with clients and working with all our departments to continuously provide value to our partnerships. Zipie knows her as Pru, the one who is overly obsessed with iced coffee, tacos and her dog, Reese. She loves to read thriller novels and bring New Girl for the fifth time. Aside from working full-time here, she is a lifestyle photographer who is making her way into the wedding industry.

Makenzie Fitzgerald

RECOGNIZABLE



ROLE: Account Executive

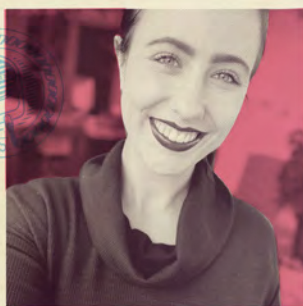
CREATIVE TYPE: Producer MEYERS-BRIGGS: ENFJ

HOUSE: Hufflepuff PATRONUS: White Mare ALLIEMENT: Unknown

As an Enneagram type 2, Makenzie is a natural-born people person and loves working with our clients to achieve their goals. Makenzie was born and raised in West Michigan and has slowly made her way more south living in Ohio, Chicago, Indiana, and now Kentucky. In her free time, you can find her exercising, creating floral arrangements, reading, or spending time with her family, husband, mini goldendoodle, Ozzie, or her 3 nieces and nephews. Makenzie is a nutrition nerd, fashion lover, celebrity gossip guru and a country music fan.

Claire Monkman

THE PEOPLE CREATOR



ROLE: Junior Graphic Designer

CREATIVE TYPE: Visionary MEYERS-BRIGGS: Unknown

HOUSE: Gryffindor PATRONUS: Buzzard ALLIEMENT: Unknown

Claire loves her job in graphic design at Zipie! She started after graduating from the University of Kentucky in 2019. Her favorite thing about her job is the opportunity to learn new skills and grow as a professional in the advertising industry. She often finds herself "reeling out" about design and advertising topics. Outside of the office you can find her off gallivanting in a field somewhere with her horse, Dollar. Otherwise, she's probably at the gym, browsing wine, adding to her slightly excessive plant collection or hanging out with her snake, Anastasia. As an adrenaline junkie and extrovert, Claire is always down for an adventure with good company.