



ZERO TO ONE

BRANDING
SPECIALISTS

Our Team

We tell your story. Through alluring videos, engaging photography, captivating content, inviting posts, and bring thought leaders & influencers to the conversation – our team is focused on delivering and converting your captive audience with each step. Through various mediums that build in concert with each other - our experts will build your brand, its image and promote your product.

“ We have an incredible team at ZTO. A group of individuals whose continued focus is on client success . We deliver precise results that are built to spec and within budget. It’s a genuine pleasure each day to work with such a talented team , and a joy to perform for the clients we have the honor of serving. ”



Sean Tang
CEO / Founder

Sean launched Zero to One as a culmination of years of strategic sales, marketing and development experience - all in working along side the industry's best and most admired brands. He has built and managed start ups that have eclipsed over \$100MM in yearly revenue, and continues to foster an environment of collaboration and rapid expansion for ZTO's growing team, and its valued clients.

Nelson Ortas
Executive Vice President of Sales

Nelson has over 25 years of international experience in government and business. He has managed Biologics and Pharmaceutical wholesale companies. He has also brokered and sold crude oil, iron ore, military armament, oil service contracts with Chevron Angola and home decor products to Walmart, TJ MAXX, Home Goods, Marshalls, Ross Dress, and Universal Music and Film entertainment contracts with Bungalo Entertainment.





Paul Chen
Head Business Development

Paul has over 20 years' experience as a go-to-market PR strategist and E-commerce specialist, handling product launches, corporate communications, and trade show coordination, event marketing, social media, program development, project management and branding. He planned strategies and execution for companies such as Alienware, Microsoft, Hilton, Odoyo, Vertagear as well as at numerous technology startups and consumer lifestyle brands.



Eric Iverson
Head of Engagement

Eric Iverson, an expert in web architecture for medium to large e-commerce and custom applications, leverages his vast development experience to build digital campaigns that not only drive traffic but measurably convert. Throughout his career, he has managed digital for small to large businesses, leading web/app design and development while creating marketing strategy and



John Wang
Lead Web Services

John has over 30 combined years of experience in software development, database management, business systems implementations, integrations, and entrepreneur business management. He served in various roles, including Lead Developer, Architect, and Project Manager for numerous successful Internet start-ups. John's business background, where he worked for fortune 500 companies in budgeting, financing, and planning, helped him gain insights into assisting companies in planning for the right digital tools and services needed to succeed in their business objectives.

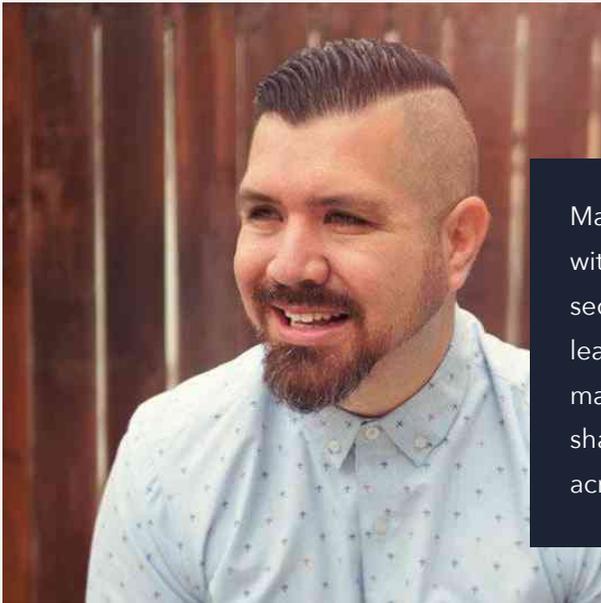


Mike Cooley
Head of Asset Creation

Mike has produced content for all screens for the past two decades with experience in feature films, broadcast & cable tv, web and social for clients including Fox, NBC, CBS, Red Bull, Oakley, Anheuser-Busch, Razor, Marriott, Kings Hawaiian, and many more. He excels in multiple creative disciplines and applies fluency in multiple media, empowering initiatives as both a studio head and an award-winning content creator. Mike holds a MFA from the USC School of Cinematic Arts.

Mario Gastelum
Head of Consumer Outreach

Mario brings decades of leadership in the technology industry to the table; most notably having retired from Google in 2016 after 13 years with the company. There he served as Global Senior Program Manager. Mario's oversight at Google included FISA/NSA/FBI Search, Analytics, Gmail, AdWords, Glass, Car, Maps, Big Data and AI. For the past four years, Mario has developed several privately held businesses in the fields of data and marketing. Mario holds two Masters degrees from Caltech.



Manny Gonzalez
Head of Branding

Manny brings a wealth of experience in visual design and branding, with leadership roles for global companies including the largest security camera manufacturer in the world. Serving as an industry leading design for the past decade, he has an extensive integrated marketing background and has helped bring brands to market, shape visual identities, and guide creative execution for companies across a multitude of industries and product categories.

More about our process

Developing premium assets, copy, content and deliverables is the start - but effectively executing with these assets and targeted the proper audience, is key in converting and building towards the client's set revenue goals.



1 | Strategy & Planning

Before pushing a pixel, shooting the scene, or pressing send on an eBlast - we strategize with all Department Heads collectively, and keep the end goal in mind of our client's revenue goals and general KPIs front of mind, and on target.

2 | Asset Creation & Content Development

Knowing our client, their goals, their products, and studying how their target consumer behaves and purchases is critical into who/what/where/why and how we create our assets. Before the camera rolls and the mice click - we plan, then execute.



3 | Designing & Implementation

Utilizing these premium assets and dispersing them through the various mediums of engagement and execution - we ensure that all best practices in building and targeting, prior to launching, are done with precision and care.

4 | Delivery, Conversion, Analysis & Management

Having a team of seasoned experts in their respective fields - we quickly and efficiently will deliver, convert, analyze and manage all the various facets your brand and product need to properly build upon the set revenue goals & KPIs.



Asset Development



Bringing life to your vision - one asset at a time.

Effectively communicating your brand and its products.

Our team is hired to tell a story about the craftsmanship and quality of our client's products, while showcasing the key demographics they are targeting to win.

With the best equipment and trained eye - we capture the moment both in still and moving images, that help to push the look and feel you're striving for

Along with quality assets derived from various shoots, we build the build further with robust websites, advertising campaigns, brand and copy standards, and roll this all into a cohesive package that is ready to properly convey and convert upon our client's intended needs.

Key Components

- Product Commercial Creation
- Lifestyle and Studio Photography
- GIFs and Social Sizzles Developed
- Media / Press Kit & Brand Guide
- How To & Instructional Videos
- Product Website Developed
- Copywriting standards and execution
- Packaging Standards Reviewed

Outreach



Connecting millions of consumers and their potential conversions.

Sending you out to our vetted and robust consumer audience.

Continuing on in the legacy that email marketing is the best and highest converting medium still within online marketing - we tailor your brand, its products and the needed 'pitch' within our vetted and established consumer base.

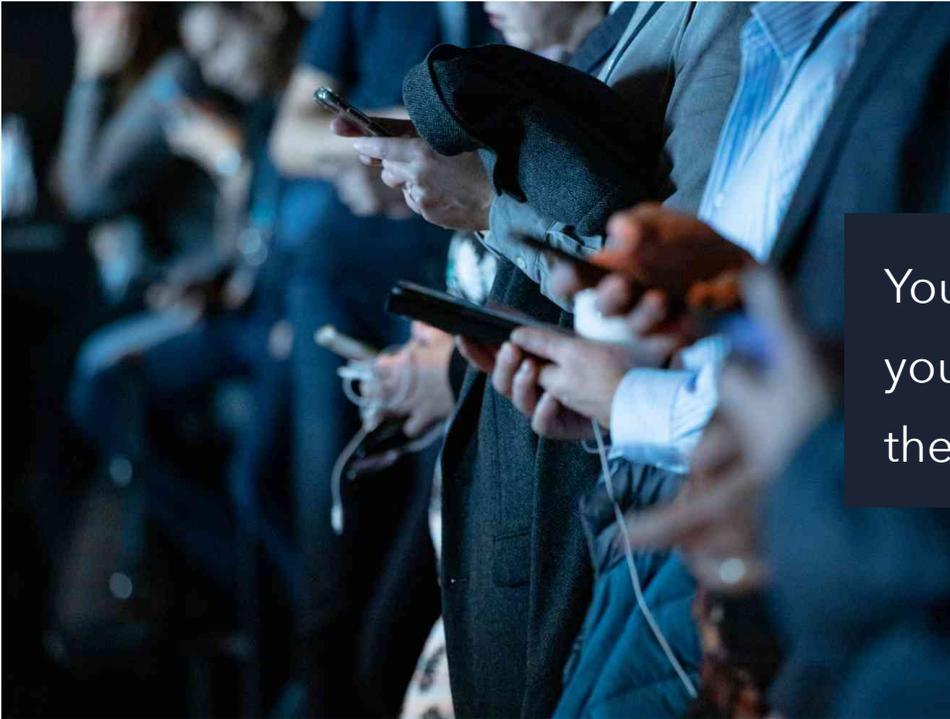
Our team has built a trusted and robust list of over 30 million tech centric consumer email addresses, all ready to receive, click and convert on the message we build and deliver to them.

With custom tailored campaigns, that are designed with the quality assets we've built - we execute and convert for you quickly.

Key Components

- **45MM+** database of consumers utilized
- Targeted email campaigns
- Analysis, Reporting & Management
- Blog Developed and Managed
- Conversions Optimized & Retargeted
- Offline campaigns driving store traffic

Media



Your message told to
your audience, where
they listen.

Trusted and earned media who instantly syndicate your message.

We reach the masses by creating equity with your audience in both earned and paid media, which is an essential piece to developing short and long term impressions.

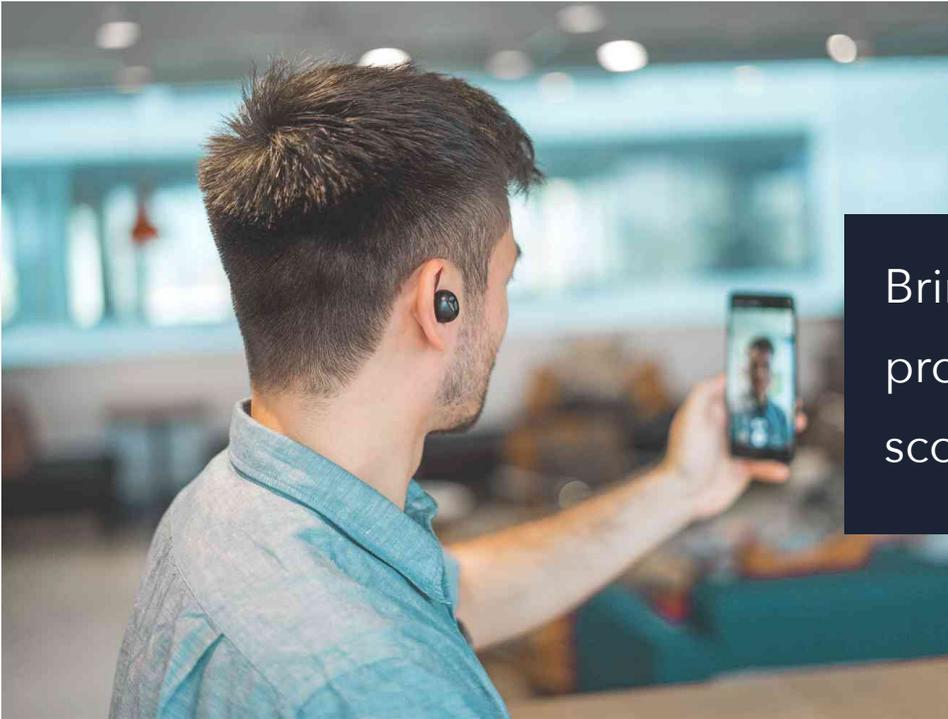
Consumers are swayed in both the traditional and non-traditional - with venues like video reviews, celebrity endorsements, media buys, and press highlights - your brand has endless ways to be found and engaged.

Our calculated and proven approach is done by longstanding, earned relationships, along with key global media partners, and negotiated buys through various outlets. We ensure placement and high quality reviews, to each of our clients.

Key Components

- Top Media outlet earned outreach
- Key Media paid campaigns
- High profile review write-ups
- Gift guide and Top product placement
- Press Releases and editorial calendar
- Media ad spend management & review
- Bespoke event development
- Convention sponsorship and highlight

Influencer



Bringing valid and proven influence, in scope and on budget.

Delivering engaged and influential channels - ready to spotlight you.

Through traditional and non-traditional methods, involving paid and organic influencer vetting techniques - we will manage and project your story to the masses.

Our goal is simple – create as much awareness, chatter, conversation and interaction with your brand/company as possible - in the most cost effective and 'conversion-centric' way!

Whether it's the hottest sensation, or the collective whole which add up to a compelling audience reach - we believe in a mixture of micro and macro influencers. This has proven to be the most cost effective and sustaining approach for our clients.

Key Components

- Micro/Macro influencer campaigning
- Talent acquisition and budgeting
- Key sponsorship & ambassador review
- Contests, sampling & incentives
- Crowd sourced content campaigning
- Product Placement

Social



Exciting content,
enticing offers, and
engaging your audience

Swipe, Share, Send - the heartbeat of your brand is through social.

Your digital campaign and social strategy should be as unique and personal as your brand. This is why we take a consultative approach when developing our client's social ads, campaigns, editorial calendars and over 'voice' that is built online.

Brand consistency, quality and conversion are at the forefront of our minds when building our client's social footprint.

Our dedicated team will manage from A-Z for you by not only posting, but also generating audience growth, engagement and conversion. We know that the heart of your brand will beat with and through social media channels.

Key Components

- Social calendar creation & implementation
- Full engagement management
- Contests and incentives produced
- Asset utilization and repurposing
- Conversion directives developed
- Promotional products & giveaways
- Collab development and key partnerships
- SEO / SEM Optimization
- PPC Campaigns & Development
- Re-marketing & Retargeting

Channel



Online to offline - your product is placed where they shop!

Ushering your brand and products into the hands of the nation's best.

Properly gauging and measuring your brand's potential within its vertical is an essential foundation before any phase of channel development. We help you navigate the nuances of customer and competitor, all while locating your brand's final destination - the consumer's hands.

We take pride in every unit we sell to each channel we are building. The products we sell come from brands we not only enjoy working with, but also building for. Each relationship is carefully managed and all transactions are continually cultivated.

Our promise is to dedicate ourselves, our relationships, and our time in developing your brand, products, and company.

Key Components

- Commercial consultation
- Retail and Distribution road map
- Key partner targets and forecasting
- MDF & sales incentives developed
- Rep training portal created
- Commercial asset portal developed
- MAP protection program initiated