

Zachary E. Sparkman

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SUMMARY

Monetization strategist and product builder with 10+ years driving revenue across streaming, CTV, and linear TV platforms. Proven track record architecting yield optimization strategies, pricing frameworks, and cross-platform inventory systems for **\$190MM in combined annual ad revenue** across premium live sports properties. Manages a two-person yield team across LA and Dallas markets, with cross-functional leadership across Sales, Ad Ops, Engineering, and Product. Independently designs and ships web-based data products that solve real business problems, from internal sales tools to public-facing advertising intelligence platforms. Domain expertise in FreeWheel, Salesforce, addressable advertising, FCC compliance, and live sports ad monetization.

PROFESSIONAL EXPERIENCE

Manager, Yield & Inventory | National & Multi-Market

Spectrum Reach | March 2025 – Present

- Lead end-to-end yield strategy, pricing architecture, and ad inventory management partnering with the LA & Dallas national sales teams across streaming, CTV, and linear TV — overseeing **\$190MM in combined annual ad revenue** across owned-and-operated inventory (LA & Dallas Interconnects, Lakers and Dodgers RSNs, Spectrum TV app, VOD) plus acquired inventory partnerships. Manage two direct reports across LA and Dallas markets
- Define rate card frameworks, dynamic floor pricing, and yield optimization rules across FreeWheel, Operative AOS and Wide Orbit; own deal-desk approval governance over order activation pipeline in Salesforce and ShowSeeker Pilot, with team members executing day-to-day clearance against pricing and inventory rules; partner with Ad Ops, Engineering, and national sales leadership to set KPIs (fill rate, sell-through, eCPM, makegood liability) across CTV and linear scheduling
- Drive yield optimization across acquired inventory spanning MVPD affiliate inventory, FAST/DTC app partnerships, FreeWheel Marketplace, and DSP supply, extending reach and diversifying revenue across MVPD, addressable, and programmatic channels
- Manage FCC political broadcasting compliance across **\$34MM in on-cycle political ad revenue**, Lowest Unit Rate (LUR) thresholds, equal access obligations, candidate offer management, and political inventory allocation across federal and state election windows

Pricing and Planning Manager | Spectrum SportsNet & SportsNet LA

Spectrum Reach | January 2020 – February 2025

- Designed and implemented pricing and inventory segmentation strategy for live sports streaming and CTV ad pods in partnership with Sales, Ad Ops, and Product, delivering **+74% CPM growth in premium live in-game inventory**; supported the cutover to full DAI across both RSNs, enabling addressable monetization on connected devices
- Operated as deal desk for Sales, reviewing and approving proposals, clearing inventory with Ad Ops as primary Sales/Ops liaison
- Designed and shipped a multi-property analytics and inventory platform for both RSNs, built on a 10-view product framework over a Power Query data pipeline used daily by yield, sales, and revenue assurance to manage **\$57MM in annual ad revenue**
- Helped design bottom-up RSN revenue planning model that replaced flat top-down budget targets with a unit-economics framework, deriving revenue capacity from game count, inventory volume per game, impression delivery, ratings, and monetized CPM; informs annual budget and forecast cycles for both RSNs

Senior Account Manager | Agency Sales

Nexstar Media Group | February 2017 – January 2020

- Managed a 100+ account portfolio spanning national brands (Nissan, Mercedes-Benz, Ford, Subway, McDonald's) and agency relationships with Initiative/IPG, OMD, PHD, Carat, and Litha/Media Access Group, developing integrated cross-platform proposals across digital, OTT, and linear inventory
- Identified a gap in Fox NFL ad packaging, redesigned the DMA-level pricing and inventory bundling strategy, and launched a revised package that delivered **+78% growth in average order value**
- Built pricing strategy frameworks for premium sports and local programming inventory, establishing rate card structures and sell-through optimization practices that informed early programmatic and CTV monetization strategies

Digital Account Executive | New Business Development

Coastal Television Broadcasting Company | July 2015 – February 2017

- Launched the station group's first digital advertising division from the ground up — defined go-to-market strategy, built pricing models, and established sales operations across 3 DMAs, functioning as a 0-to-1 product owner for a new revenue line
- Generated **\$200K+ in new digital revenue within 6 months** by pioneering video pre-roll and display ad monetization on station O&O properties alongside SEM, SEO, and social media services
- Partnered with linear sales teams across 5 broadcast stations to develop integrated cross-platform advertising solutions, bridging \$7MM in traditional broadcast spot business with emerging digital inventory in an early cross-platform monetization model

PRODUCT PORTFOLIO

Live Sports CTV Package Platform | CTV-Builder.ZachSparkman.com

Sales enablement product for streaming ad packages | Solo Build @ Spectrum Reach

- Designed and built a web app that calculates streaming ad packages for live sports, enabling 50+ reps across 10+ properties to configure rate-class, DMA, flight dates, and budgets to create branded proposal decks
- Architecture: zero-dependency single-file HTML app (no build step, no server) with SheetJS and JSZip bundled inline; dataset and PPTX templates embedded as JavaScript constants for fully client-side proposal generation
- Features include a multi-property package builder with real-time CPM calculation, rate-class toggling, max-imps enforcement against live inventory caps, an embedded base64 master template for branded PPTX deck generation, and a self-rewriting “Save Updated File” flow that regenerates the HTML with refreshed embedded data for distribution

Political Window | PoliticalWindow.com

Political advertising intelligence platform | Sole Founder & Developer

- Designed and built a full-stack web application that parses FCC public file PDFs into structured data, enabling political media buyers to identify LUR violations, track candidate ad spend, and navigate FCC compliance windows across all 210 U.S. DMAs
- Architecture: Neon PostgreSQL → Express/Node.js API (Railway) → JavaScript frontend (GitHub Pages) with Claude Sonnet-powered PDF extraction pipeline, JWT/bcrypt authentication, and FEC + FollowTheMoney API integrations
- Features include a 50-state interactive election map with FCC window countdowns, an FCC rate explorer, LUR violation detection engine (the platform’s core strategic differentiator), and a multi-source candidate ad spend tracker

RSN Yield Platform | RSN-Yield.ZachSparkman.com

Inventory & yield management platform for RSNs | Solo Build @ Spectrum Reach

- Designed and built a Next.js web application that consolidates booked spots, schedules, and inventory data into a unified decision-support layer used daily by yield, sales, and revenue assurance teams to manage allocation across \$57MM in annual ad revenue for the Lakers and Dodgers RSNs
- Architecture: Next.js single-page application with a server-driven data layer feeding a six-view product framework — Inventory, Rates, Heatmap, Booking Matrix, Yield Summary, and About — covering every angle of yield decisioning from per-game capacity to portfolio-level revenue decomposition
- Features include a per-game inventory view with capacity, avails, sellout, and net revenue by date, matchup, and inventory type; a weekly rate card of open avails and dynamic rates; a per-game sellout heatmap; a client x date booking matrix of EQ30 by spot status; and a LOB-group yield summary with EUR (Net), AUR, and sellout per game

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration, Accounting

University of Alaska Anchorage | December 2018

Digital Media Sales Certification

Interactive Advertising Bureau (IAB) | March 2023 – Present (Renewed 2025)

SKILLS & TECHNICAL PROFICIENCY

- **Ad Tech & Platforms:** FreeWheel MRM, Wide Orbit (Traffic & Media Sales), Google Ad Manager, Operative AOS, programmatic SSP/DSP ecosystems, Hudson MX, Mediaocean Prisma for Sellers
- **Data & Analytics:** SQL, PowerBI, ComScore, Nielsen, Salesforce; experienced building analytical dashboards and yield reporting pipelines
- **Technical / Product Building:** PostgreSQL, Node.js, REST API design, Git/GitHub, Railway, AWS S3/CloudFront, SharePoint API
- **AI Development Tools:** Claude (API, Claude Code), OpenAI (Codex, ChatGPT), LM Studio for local LLM inference, LangChain, Apple Vision (pyobjc) for on-device OCR; integrate AI into production data pipelines and ship features end-to-end with AI-assisted development
- **Domain Expertise:** CTV/OTT ad monetization, live sports inventory strategy, addressable advertising, FCC regulatory compliance, programmatic supply-side strategy, rate card design, unit-economics modeling
- **Languages:** Fluent in Spanish with full professional proficiency