

## ELECTION COMMISSION

### 6 YEAR TERM

MEMBER	ADDRESS	PHONE #	APPT. DATE	TERM EXPIRATION	TERM #
Russell B. Long	5705 Country Club Drive MB, SC 29577	457-0345	5/12/15	7/22/2021	1
Clifford H. Tall, P.A.	4702 Oleander Drive	497-9777	8/9/2016	9/12/2022	3
William H. Monckton VI	5713 Country Club Drive MB, SC 29577	449-8379 (h) 946-6556 (w)	8/28/2012	9/12/2018	3

NOTE: City Residents are highlighted in blue.

William Monckton's term has expired, he wishes for reappointment.

## Jennifer Stanford

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**From:** William Monckton, VI <[wmonckton@myrtlebeachlawfirm.net](mailto:wmonckton@myrtlebeachlawfirm.net)>  
**Sent:** Tuesday, October 2, 2018 9:51 AM  
**To:** Jennifer Stanford  
**Subject:** Myrtle Beach Election Commission

Ms. Stanford,

I have enjoyed working as an election commissioner for the City of Myrtle Beach and would be honored to be re-appointed.

Thank you,

William H. Monckton, VI  
Monckton, Hembree & Humphries, P.A.  
1300 Professional Drive Suite 102  
Myrtle Beach, SC 29577  
Office: (843) 946-6556 Cell: (843) 222-6556  
Fax: (843) 946-6996  
[wmonckton@myrtlebeachlawfirm.net](mailto:wmonckton@myrtlebeachlawfirm.net)



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**LUCAS HAZLE**

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LUCAS.HAZLE@GMAIL.COM



502-269-0021

305 PENNYROYAL CT  
MYRTLE BEACH, SC 29579

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ELECTION COMMISSION  
CITY CLERK  
PO BOX 2468, MYRTLE BEACH, SC 29578

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Dear Election Commission,

I would like to express my interest in being on the Election Commission. I noticed that there is one empty seat on the City of Myrtle Beach website.

My name is Lucas Hazle. I am 37 years old and have recently moved to the Myrtle Beach area. I have never served on a commission before. I do want to get more involved in public service and I think that this opportunity would be good for me. I have a variety of experience and I think that I would be an asset for the Commission.

Besides getting involved with the community service, I am excited at the prospect of meeting new people. I want to use this experience to grow as a person and as a citizen.

Enclosed you'll find a copy of my resume.

Sincerely,

Lucas Hazle

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# Lucas Hazle

Lucas.Hazle@gmail.com

502.269.0021

linkedin.com/in/lucashazle

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I'm a forward-thinking metrics driven leader who can manager a high-volume e-commerce studio and e-commerce startup team. I thrive on developing long-term strategic and financial plans and setting goals to deliver scalable product, imaging and video options for the business. I love working with a large team of innovative and fast-paced people while working towards the goal of creating best in class products, imagery and videos for the customer. I'm able to build strong relationships with the retail, technology, finance, marketing and logistical partners. Additionally, I am able to balance between the unique operational and creative elements of a studio.

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## EXPERIENCE

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### BestSelf Co.

#### Product Manager (February 2018 – Present)

- Owning entire new product development pipeline as well as managing inventory health of existing product
- Managing a team of designers as well as an Operations Manager
- Advising the co-founders on operational development and championing the execution of all largescale change management initiatives
- Responsible for entire creative asset pipeline: imagery, video, retouch and design

### Zappos.com

#### Senior Product Manager – Studios (October 2014 – February 2018)

- Developed long-term strategic and financial plans and set goals to deliver scalable imaging and video production options for retail teams
- Ensured teams and resources were in place to deliver against defined operational metrics and goals
- Owned Zappos imaging business relationship with 5 Amazon studios that service Zappos
- Planned and managed a \$6.4M operational P&L
- Assessing long-term capacity needs and developing plans to pro-actively address gaps
- Collaborated with retail, technology and other support teams to identify and implement imaging innovations within Zappos and Amazon studios
- Mentored and coached a leadership team of 7 managers
- Used A/B testing to identify customer behavior and implement any appropriate changes
- Identified opportunities to improve tools, systems and processes and partnered with development teams to drive innovation
- Delivered on all large-scale projects that involved site design

#### Studio Manager (March 2013 – September 2014)

- Oversaw operations of 60 person on-figure and video production studio
- Grew a strong Zappos culture of wowing customers within the self-organized Holacracy structure
- Integrated Amazon imaging operations within Zappos studio ecosystem
- Provided leadership, mentoring, training, development and performance management to operational



and creative teams

- Created and evolved all studio KPIs and SLAs to best articulate the studio's health and impact

#### Content Operations Manager (June 2012 – February 2013)

- Managed operations for 3 Zappos studios, totaling 120 team members
- Planned the relocation of on-figure and video operations to a new studio in Las Vegas
- Coordinated the transition and integration of Amazon imaging leadership into 3 Zappos studios
- Solved for multiple logistical issues presented by WMS from operating a stand-alone studio space

#### Video Production Manager (April 2011 – May 2012)

- Lead a team of 22 to produce product description videos that help increase sales, lessen attrition, decrease returns and promote the Zappos culture
- Increased throughput by created scripts that decrease the number of manual touches and decision points within the WMS and video production process
- Developed Zappos' YouTube that resulted in additional adSense revenue and increased conversion rate

### ----- EDUCATION -----

University of Louisville (2001 - 2005)  
Fine Art

### ----- PROJECTS AND ACHIEVEMENTS -----

- Automated and overhauled all KPI metrics and reporting at BestSelf to correctly showcase company health
- Completely revamped creative asset pipeline for BestSelf
- Involved with various marketing campaigns; Doorstep, I'm Not a Box, Porta Party, Bay to Breakers, Pawlidays, Zappos at Work, Zappos True Customer Stories adverts
- Wrote, filmed & edited nationally aired commercial for Zappos
- Involved in implementing organizational development change: Holacracy and self-organization
- Contributed heavily in leadership development programs for all of Zappos
- Designed and launched 30K square foot studio
- Relocated studio assets and personnel from KY to NV with no dark days
- Created photo time-to-market dashboard to monitor complete imaging pipeline
- Implemented "Single PO" process that reduced time to market by an average of 4 days
- Sponsored, led and participated in 5 Kaizens that reduced cost and increased timeliness
- Implemented 5S standards in studio that resulted in fewer injuries and increased productivity
- Increased studio inbound throughput by 100%
- Reduced Amazon studio's inbound time-to-market by 3 days
- Hired over 60 studio team members for Zappos
- Increased yearly bay average to 81 a bay/day
- 100K spoken videos produced in a single year
- Designed the process that helped create over 350,000 product videos in 7 years
- Increased video throughput by 62% YoY
- Developed mobile studio process to image top 100 footwear brands prior to PO delivery
- A comprehensive understanding of Amazon and Zappos studio logistical and imaging processes