

Sept 2019 | **Marketing Manager**
June 2021 | Chartwells Higher Education

Marketing Manager for Maricopa Community Colleges & Midwestern University, AZ District

- Oversaw dining projects, ads, sales drivers, events, and campaigns at **11 campuses**
- Drove retail sales at every campus during a challenging Covid-19 shutdown
- Served as the West Division's Arizona Youfirst Champion (focused on employee recognition)
- Developed and implemented **comprehensive marketing plans** for all accounts
- Implemented a district-wide menu redesign, and client newsletter template
- Increased student survey participants to over 900, a **300% increase** over previous year
- Focused on beverage sales and client relations with Pepsi, Coca-Cola, and Starbucks
- Improved and maintained positive relationships with clients at all campuses
- Streamlined **communication and collaboration processes** for dining managers
- Grew Instagram followers by **+80% in 4 months**, before our campuses shut down

Marketer & Supporting Manager for Chartwells West Division

- As most of my district closed in March due to Covid-19, I took on the role of remote area support
- Jumped into a "jack of all trades" type of role with the Retail Innovations Team
- Supported new unit openings with on-site tabling, remote design, and virtual orientations
- Created a **Campus Profile Book** and produced Youfirst movies for employee recognition

Sept 2015 | **Unit Marketing Supervisor & Designer**
Sept 2019 | Grand Canyon University (GCU), Sodexo

Responsible for all marketing and communication initiatives

- Drove sales of a **\$35 million operation**, with 28 retail locations and over 20,000 students
- Helped create the **GCU Dining Brand**, and created **core brand identities** that remain today
- Increased **voluntary meal plan** and sales by over **3%** year over year
- Gathered feedback via campus-wide surveys, focus groups, and social analytics
- Established and maintained an effective marketing budget
- Developed and executed a **comprehensive marketing plan** and **retail price proposal**
- Established partnerships with businesses and homeless shelters, such as Phoenix Rescue Mission
- Created an interactive social media identity, with **4,500+ followers** (up from 400 at hire)
- Became a brand expert for Chick-fil-A, Jamba Juice, Qdoba, Subway, Peet's, and more
- Enthusiastic **Sodexo Experience** customer service trainer at new employee orientations
- Established the GCU Dining Committee, Healthy Picks, and Lunch with the GM programs

ADDITIONAL EXPERIENCE

Jan 2014 | **Resident Dining Manager**
May 2015 | Embry-Riddle (ERAU), Sodexo

Aug 2012 | **Retail Dining Manager**
Jan 2014 | Northern Arizona University, Sodexo

SKILLS & STRENGTHS

- Exceptional people skills
- Thorough writer & proofreader
- Engaging public speaker
- Adept in multitasking
- Strong drive to recognize employees
- Proficient in organization and layout

EDUCATION

2010 | **Visual Communication (B.A.)**
 Northern Arizona University (NAU)
 • Emphasis in graphic design
 • 200+ credits in creative courses

2015 | **Video Game Design (Cert.)**
 Yavapai College (YC)
 • 4.0 GPA
 • Emphasis in 3-D modeling

SOFTWARE *In Years*

 Illustrator	 Acrobat Pro	 Video Editing	 Word	 Powerpoint
 Photoshop	 Animate	<small>Premiere, VYOND, iMovie</small>	 Excel	 Access
 InDesign	 Dreamweaver	 3-D Design	 Publisher	
		<small>Maya, AutoCAD, SketchUp</small>		

References are available upon request. Design portfolio: zacharycasavant.com