



# ZACH CASAVANT

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## CURRENT EMPLOYMENT

Potent mix  
of design &  
leadership

**Hired**  
Sept 2015  **Marketing Supervisor & Designer**  
*Sodexo, Grand Canyon University*

- Marketing**
- Responsible for overseeing all dining creative projects, ads, sales drivers, and marketing campaigns  
I drive sales of a **\$30 million** operation, with 26 locations, 400 employees, and 17,000 students
  - Established partnerships with local businesses and homeless shelters, including Phoenix Rescue Mission
  - My work has been nationally showcased as a Company Best Practice **four** times
  - Adept at event planning: our dining events involve hundreds of excited students and staff
  - Public relations guru: I write press releases and articles, and manage social media (**4,000+ followers**)
  - Spearheading healthier eating awareness via GCU Healthy Eating and Sodexo Mindful programs
- Leadership**
- Enthusiastic Customer Service Trainer (Sodexo Customer Experience) at New Hire Orientations  
I trained over **200 employees** in 2018, including my own marketing team
  - Created and currently running the school's official Dining Committee, with 12 members
- Design**
- Created **4 brand identities**, 3 of which have become core concepts on campus  
The Fresh Fusion brand is a student favorite; the university built a **2nd location** in September 2018
  - Conduct weekly graphic design and photography classes
  - Created and currently maintaining the school's official Catering and Dining Guides

## RELEVANT EXPERIENCE

10+ years  
of industry  
experience

May 2015 |  **Retail Dining Supervisor**  
Sept 2015 | *Embry-Riddle Aeronautical University*

Jan 2014 |  **Resident Dining Manager**  
May 2015 | *Embry-Riddle Aeronautical University*

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

Jan 2011 |  **Marketing Assistant**  
Aug 2012 | *Northern Arizona University*

May 2006 |  **Graphics Specialist**  
Aug 2009 | *Western Mapping Company*

Jan 2006 |  **Live Broadcast Intern**  
Dec 2007 | *Northern Arizona University*


All gaps in relevant employment were spent working in Sodexo positions.

## EDUCATION

200+  
creative  
credits earned

Graduated  
**2015**  **Video Game Design (Cert.)**  
*Yavapai College*
















- 4.0 GPA
- Emphasis in 3-D modeling & animation

Graduated  
**2010**  **Visual Communication (B.A.)**  
*Northern Arizona University*

- Emphasis in graphic design
- Extra credits in photography & animation

## SOFTWARE

Experience  
in years

|   |   |   |   |  |
|---|---|---|---|--|
|  Illustrator |  Animate/Flash |  Word      |  Powerpoint |  Sketchup (3-D) |
|  Photoshop   |  Acrobat       |  Excel     |  Access     |  Premiere       |
|  InDesign    |  Dreamweaver   |  Publisher |  Maya (3-D) |  Final Cut      |

References available upon request.  
Graphic design portfolio: [zacharycasavant.com](http://zacharycasavant.com)