

CURRENT OCCUPATION

Sept 2015 | **Marketing Supervisor & Designer**
Present | *Grand Canyon University Dining*

Marketing | Responsible for all marketing initiatives

- Overseeing all dining creative projects, ads, sales drivers, events, and marketing campaigns
- Driving sales of a **\$30+ million** operation, with 28 locations, 800+ employees, and over 20,000 students
- Conducting surveys to implement marketing strategies and influence brand development
- Developing and executing the comprehensive Dining **Marketing Plan** and Retail Sales Price Proposal
- Leading and training a team of designers

Established partnerships with local businesses and homeless shelters, including Phoenix Rescue Mission

My work has been nationally showcased as a Sodexo Best Practice **five** times

Communications expert, with faculty and students, and manage social media with **4,000+ followers**

Spearheading healthier eating awareness via Healthy Picks and Sodexo Mindful programs

Leadership | Enthusiastic Customer Service Trainer (Sodexo Customer Experience) at New Hire Orientations

- Trained over **200 employees** in Summer 2019, 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:

- The Fresh Fusion brand is a surveyed favorite; a **2nd location** was built in September 2018

Conduct weekly graphic design and photography classes

Created and currently maintaining the school's official Catering and Dining Guides

PREVIOUS 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*
















Gaps in employment were spent working in other positions.

EDUCATION

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
200+ credits in creative courses

SOFTWARE EXPERIENCE *In Years*

 9 Illustrator	 6 Animate/Flash	 9 Word	 7 Powerpoint	 2 Sketchup (3-D)
 8 Photoshop	 6 Acrobat	 8 Excel	 4 Access	 6 Premiere
 7 InDesign	 4 Dreamweaver	 8 Publisher	 3 Maya (3-D)	 4 Final Cut

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