

Sept 2019 | Marketing Manager  
June 2021 | Chartwells Higher Education

Marketing & design support for Chartwells West Division

- Proficient in graphic design, videos, presentations, layout visualization, and visual branding
- Currently providing design and marketing support for various West Division accounts
- Supporting the **Retail Innovations Team** with design, standards guides, and more

Marketer for Maricopa Community Colleges & Midwestern University, AZ District

- Responsible for marketing initiatives at **11 campuses**
- Serving as Youfirst Champion for Maricopa and Midwestern
- Overseeing all dining creative projects, ads, sales drivers, events, and marketing campaigns
- Developing and implementing a **comprehensive Dining Marketing Plan**
- Implemented a core Grill visual refresh and menu redesign
- Drove student survey responses to over **900** during the month of October
- Standardized newsletter templates, both in our district and across the country
- Established positive relationships with clients at all campuses
- Created efficient communication and file sharing processes for managers

## PREVIOUS EXPERIENCE

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
- Conducted surveys to implement marketing strategies and influence brand development
- Developed and executed a comprehensive Marketing Plan and Retail Sales Price Proposal
- Established partnerships with businesses and homeless shelters, such as Phoenix Rescue Mission
- Established a social media presence, with **4,000+ followers** (up from 400 at hire)
- Created the GCU Healthy Picks campaign and official dining guide
- Enthusiastic customer service trainer, especially during orientations
- Established the school's still-functioning official Dining Committee
- Created several brand identities, 2 of which are now **core brands** on campus

## ADDITIONAL RELEVANT EXPERIENCE

Jan 2014   Resident Dining Manager	Jan 2011   Marketing Assistant
May 2015   Embry-Riddle (ERAU Prescott), Sodexo	Aug 2012   Northern Arizona University (NAU), Sodexo
Aug 2012   Retail Dining Manager	May 2006   Graphics Specialist
Jan 2014   Northern Arizona University (NAU), Sodexo	Aug 2009   Western Mapping Company, Tucson

All gaps in employment were spent working in Sodexo positions.

## EDUCATION

Graduated 2015   Video Game Design (Cert.) Yavapai College (YC)	Graduated 2010   Visual Communication (B.A.) Northern Arizona University (NAU)
<ul style="list-style-type: none"><li>• 4.0 GPA</li><li>• Emphasis in 3-D modeling &amp; animation</li></ul>	<ul style="list-style-type: none"><li>• Emphasis in graphic design</li><li>• 200+ credits in creative courses</li></ul>

## SOFTWARE In Years

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

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