

Zachary Smith

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Education

- Bachelor of Science in Business Management: CSU Long Beach
- Associates in Economics: Santa Barbara City College

Skills

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|-------------------------|-------------------------|-------------------------------|
| • Operations Management | • Leadership | • Interpersonal Communication |
| • Project Coordination | • Equipment Procurement | • SEO Marketing & Analytics |
| • SAP Proficient | • Relationship | • Microsoft Office Proficient |
| • Customer Service | • Building/Management | |

Experience

Genesis Motor America – *Market Specialist*

October 2022 - Present

- Serve as the primary liaison between GMA and 26 assigned dealerships in Texas and Louisiana
- Assist in obtaining corporate goals through indirect leadership strategies
- Consult with dealership management daily on sales and marketing strategies
- Monitor dealership customer service scores and advise on focus areas
- Collaborate with Genesis Consumer Affairs on case management
- Assist Distribution team with national vehicle allocations, wholesaling, and assess inventory levels per dealership
- Advise dealership management on warranty policies and procedures
- Work with parts suppliers to expedite urgent repair orders

Avanti Restaurant Solutions – *Project Administrator*

July 2021 - September 2022

- Wholesale restaurant equipment purchasing
- Inventory management and distribution across 40+ projects at different lifecycle stages
- Restaurant equipment warranty assistance and tech dispatch for customers
- Final project invoice calculations and submittals
- Replacement equipment order quoting
- Freight shipment coordination and tracking between the factory, warehouse, and project site
- Internal database management

Revv Marketing – *Digital Marketing*

January 2021 - July 2021

- Creating and analyzing ads through Google AdWords & Google Analytics
- Creation of ad campaigns through Facebook Ads Manager for small to midsize companies
- Competitor advertising strategies research

Rob Widiner Machining – *Data Entry*

June 2018 - January 2021

- Completed inspection reports for medical equipment shipments
- Created excel spreadsheets for detailed breakdowns of part dimensions and tolerances

Web 'n Retail: Music Marketing – *Project Coordinator*

May 2019 - August 2019

- Social media account management and marketing for artists, bands, and musicians
- Press release writing for marketing campaigns
- Blog writing for advertising campaigns
- Creation of large email campaigns for newly released singles, EPs, and LPs
- Google Ads creation and analysis
- SEO research for Google AdWords, Social Media Marketing, Blogging, and PR campaigns

Hyatt Centric Santa Barbara – *Valet*

April 2016 - February 2019

- Valet & Bell Service
- Created cashier summary reports to balance daily revenue with reported valet tickets