Zachary Smith

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Skills_____

Programming: JavaScript, CSS, HTML, Node.js, Express,js, MYSQL, MongoDB, React
Management: Operations Management, Project Coordination, Relationship Building and Management
Marketing: SEO Marketing and Analytics, Google Adwords Proficient, Social Media Marketing, Blog Marketing
Administrative: Microsoft Office Proficient, SAP Proficient, NetSuite Proficient
Personal: Customer Service, Hospitality, Interpersonal Communication, Leadership

Projects_____

Recipe Finder | [GitHub Link](#)
- Summary: A front-end API project for generating recipes based on a single ingredient. App consists of two APIs, one for food, and one for drinks.
- Responsibilities: Finding and coding the food API user interface to query results based input ingredients. CSS styling for both food and drink results.
- Languages: JavaScript, CSS, HTML

Sport Squares | [GitHub Link](#) | [Heroku Deployment](#)
- Summary: A digital football sports square game for playing locally with a group. The game allows players to choose squares, usually at a monetary value, and then have winners automatically recorded based on the football score.
- Responsibilities: Front-end game logic and score recording. Backend API construction for fetching and storing data from the front-end based on user input.
- Languages: JavaScript, CSS, HTML, Handlebars, Express.js, Node,js, MYSQL, sequilize

Experience_____

MSX International   October 2022 - Present

General Motors - District Manager Aftersales:
- Manage a district of 33 dealerships in Illinois and Iowa.
- Consult with dealers to improve parts sales and service processes
- Initiate approvals for vehicle repurchases
- Customer analysis for vehicle life, service history, and brand loyalty
- Monetary approvals for GM assistance with customer repairs
- Communicate with parts distributors to alleviate claim and supply chain challenges
- Work with internal program teams to facilitate resolutions for dealership challenges

Genesis Motor America - Market Specialist
- 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 order

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

Education_____

Full Stack Web Development Boot Camp Certificate: University of California, Los Angeles
Bachelor of Science in Business Management: CSU Long Beach
Associates in Economics: Santa Barbara City College