

Zachery D. Blore

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EDUCATION:

Penn State Erie, The Behrend College
Major: Marketing, B.S.
Minor: Management Information Systems
Certificate: Public Relations

Expected Graduation May 2018

ACADEMIC EXPERIENCE:

Sprint Market Analyst, Penn State Behrend, Erie, Pa

- Analyze consumer trends
- Develop new marketing strategies
- Presented directly to Sprints Executive Board
- Conduct Focus groups on various topics related to cellular trends

Media Effects

- Studied theories on how different mediums effect perception
- Conducted studies on multiple television reality shows
- Wrote a research paper on the effects of a particular social media platforms

WORK EXPERIENCE:

Building Manager, Penn State Behrend, Erie, Pa

August 2016 – Present

- Social media promoter
- Track and manage Inventory Systems
- Design digital signage for campus events
- AV set up for events
- Resource for students after hours

Catering Staff, Scott Enterprises Ambassador Center, Erie, Pa

July 2012 - Present

- Work with a diverse team of employees to provide excellent customer service to clients
- Coordinate with senior leaders to plan and book multiple events
- Communicate effectively with managers during complex and sudden schedule demands and changes

Brand Promoter, American Eagle Outfitters, Erie, Pa

December 2014 – January 2015

- Seasonal holiday work
- Coordinated with managers on displays for the holiday season
- Organized merchandise on the sales floor to help customers shop with more ease given the busy time of year
- Worked as a brand promoter communicating with customers on styles that would best fit their needs

HOBBIES/INTERESTS

Architecture	Apple Enthusiast
Auto Industry	Technology
Volleyball	Space Exploration

TECHNICAL/COMPUTER SKILLS:

Excel, Word, PowerPoint, Auto Cad, iMovie, Photoshop, Dreamweaver, SQL, CSS

ACTIVITIES/COMMUNITY SERVICE:

Relay for life Volunteer
Community clean up projects at Presque Isle
Volunteer at Brevillier Village

April 2015
April 2015
January 2015