

Zachary Alexander

EDUCATION

Gateway High School

2016-2019

Valencia College

Dual Enrollment for Senior year at Gateway High School

2019- 2020

University of South Florida- Tampa Campus

Graduated in Spring 2024, receiving a Bachelor of Science in Business Analytics and Information Systems, minoring in Mass Communications with a concentration in Advertising.

2020-2024

EXPERIENCE

Mover

June 2022- June 2024

Insurance Broker

June 2024- Present

- Vetted leads to determine eligibility for different programs and assisted clients with finding plans that best matched their budget and coverage needs
- Managed email marketing campaigns, social media marketing campaigns, and designed websites for myself and coworkers
- Collaborated with teams of various sizes to optimize marketing and sales strategies while maintaining compliance with laws pertaining to the industry

SKILLS AND PROFICIENCIES

- Adobe Photoshop, Lightroom, Illustrator, Animate, and Premiere Pro certifications
- Tableau Citizen Data Science certification
- Hootsuite platform certification
- Hootsuite Social Media Marketing certification
- Google Digital Marketing certification
- Proficient in coding with C#, C++ and Python
- Proficient in SQL for database management
- Sales, marketing, and customer service
- Reinforcing training for new hires
- Able to use data to predict trends and offer strategic insights
- Able to manage a team and organize sequencing and delegation of tasks to complete projects

ABOUT ME

I graduated from the University of South Florida in May 2024, receiving my Bachelor of Science in Business Analytics and Information Systems, including a minor in Mass Communications, with a concentration in Advertising. Between High School and College, I obtained certifications in digital marketing from Google and Hootsuite, a certification in Tableau, as well as certifications in various Adobe programs.

I have extensive experience with volunteering since elementary school, assisting at school and church events in the area where I grew up, as well as Give Kids the World, Meals on Wheels, and Joshua's Heart Foundation. My experience volunteering provided me with the foundation for a strong work ethic at a young age, which has been one of my most valuable assets throughout my professional and academic career.

I have no issues working with a team, but I am especially happy to work by myself, where I feel that a lack of distractions allows me to focus more intensely on my tasks and produce the most time-efficient and high-quality results. I believe my work ethic and proficiency in various computer programs make me a valuable candidate for a wide variety of positions, particularly in IT, marketing, and analytics.