

Zachariah Crawford
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OBJECTIVE

Seeking a long-term position in a creative role with a stable and dynamic corporation.

CAREER PROFILE

Proven track record of executing established programs and policies, exceptional interpersonal skills and ability to communicate cross-functionally. Adept problem-solver, leader, and able to interface across different levels of an organization. Self-starter with leadership abilities gleaned from years of supervisory and customer service experience; able to identify gaps in process, implement improvements, and manage projects in accordance with established timelines. Outstanding graphic design skills complimented by start-up and operational experience derived from boot-strapping a small business. Experienced in Green/Eco Sustainable practices.

PROFESSIONAL EXPERIENCE

BDS Marketing (Puma), Retail Coordinator **San Diego, CA 01/09 - Present**

Merchandising of product category utilizing client directives:

- Ensure compelling, accurate, and creative visual presentation
- Manage inventory through stock replenishment
- Implement all Point of Sale materials and any branding collateral

Communicate Effectively accomplishments at the department and door level

- Completion of standard/specialized reports (as directed), highlighting any opportunities for improvement and procuring any information as requested by the report content
- Photography, effectively depicting the status of the client's environments before and after your work is completed

Develop in-store relationships to maximize opportunities at retail:

- Train Sales associates/Specialists/Department and Visual Managers on client merchandising initiatives and brand recognition
- Inspire sales through empowerment
- Negotiate better real estate locations or maintain locations as appropriate

MindTrix Consulting, Operations Manager **San Diego, CA, 2008-2009**

Selected Projects:

Cash Crop Clothing

- Brought in on consulting basis as a brand manager to assist with changing company image and drive profit margins.
- Ensured consistency behind brand from soup-to-nuts, including apparel appearance, brand awareness, perceived quality, and best sales practices.
- Provided strategic leadership, developed and implemented marketing plans, managed budgets and timelines.
- Evaluated consumer demand, market position, and determined types and amounts of merchandise and apparel to be offered.
- Created all quotes and placed all apparel orders, prepared the store for inventory by ensuring apparel was appropriate.

**MindTriX Clothing, Marketing Director
San Diego, CA, 2002-2008**

- Pioneered start-up clothing company from inception, using a combination of design, website development, technical savvy, and communications/interpersonal relations experience.
- Responsible for all aspects of sales and marketing, designing products and promotional material, advertisement layout, website maintenance and trade show schedule management.
- Oversaw all aspects of merchandising, created displays and all apparel to be sold.
- Merchandised online store and created all displays, carried out weekly apparel ads and price changes.
- Managed profit and loss statements, billing, bookkeeping, financial analysis, revenue forecasting, and capital budgeting.
- Handled all aspects of operations, including vendor management, order processing, shipping and receiving, contractor liaising, and administrative management.

**Yahoo, Customer Service Manager
Sunnyvale, CA, 2002**

- Functioned as departmental leader and go-to person for the team.
- Managed and streamlined communication flow with regard to billing inquiries and concerns for Yahoo customers regarding billing issues for Yahoo! Customers.
- Liaised with production and engineering teams by providing valuable feedback, accurately tracking statistics, and maintaining knowledge of newest property enhancements.
- Served as a resource for information about online properties, resolved issues for clients and provided top-notch customer service.

**WageWorks, Customer Service Supervisor
San Mateo, CA, 2001-2002**

- Oversaw customer support team of several staff members and streamlined work flow from soup-to-nuts.
- Analyzed issues and bugs with regard to the database, system, and User Interface; provided feedback and implemented process improvements.
- Played key role in product testing and quality control.
- Demonstrated support to Customer Service Team by adhering to call coverage schedules.
- Oversaw client inquiries; dispatched and managed the flow of email and telephone communication and created weekly reports.
- Provided marketing department recommended modifications and improvements to website; designed promotional materials.

**OUTPURCHASE, Customer Service Representative
Mountain View, CA, 2000-2001**

- Supported customers in a B2B environment, including RMA, order status, and shipping status.
- Placed orders and responded to website inquiries.
- Responsible for troubleshooting customer issues on website.
- Created and implemented key aspects of graphic design with regard to look and feel of website; designed promotional and marketing material.

**MTVI/MTV NETWORKS, Customer Service Liaison
San Mateo, CA, 1999-2000**

- Analyzed and resolved customer problems and conducted trend analysis
- Designed Web FAQ and customer service web pages using DreamWeaver and provided input for ongoing usability functions and website design

EDUCATION

BFA, Commercial Graphic Design, 1995

Academy of Art College, San Francisco, CA

AAS, Computer Graphic Arts and Design, 1993

New Mexico Junior College, Hobbs, NM

APPLICATIONS AND OPERATING SYSTEMS

- Word, Excel, PowerPoint, PageMaker, File Maker, eGain, Clarify, White Pajama, Kana, Oracle, Illustrator, PhotoShop, ExchangeFrame (EDI), Arlies, A.I.M.S., all Apple software.
- MAC OS, Windows NT, Windows 2000, Windows XP, Linux.

References Available Upon Request