

Zachary Coss
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EDUCATION

Philadelphia University, PA

B.S. in Marketing

2009-2013

Minor: Psychology and Interactive Design & Media

Areas of Concentration: Marketing Communications, Liberal Arts

Current Standing: Junior

EMPLOYMENT HISTORY

E-Commerce & Social Media Intern – *United By Blue.*

2011

Monitor online marketing and social media campaigns. Develop the Tumblr blog in conjunction with UBB's rebranding efforts. Leverage data from Google Analytics and Facebook Insights to create efficient and resourceful marketing campaigns.

Social Media Reporter– *Philadelphia University: Office of Admissions.*

2011-2012

Prepare campaigns, create blog articles, and assist in the social media efforts targeted towards prospective students.

Teaching Assistant– *Learning Community: The Spectrum Project.*

2011

Develop service activities and accompany students during various events. Acting peer mentor.

University Ambassador – *Philadelphia University: Office of Admissions*

2010-2011

Conduct tours and provide information for individual families and large groups around campus, particularly those searching for a prospective university.

RELATED EXPERIENCE

Entrepreneurial & Managerial

2009

Facilitated *One Day Without Shoes* as the TOMS Campus Coordinator.
Built the campaign surrounding a charity fair for Nothing But Nets.

Technological

2009 - Present

Knowledge of and experience in Microsoft Office and Adobe Suites.
Maintenance of own brand image through social networking as well as my website. Keep current with evolving technologies within Web 2.0.

Collaborative

2009-2013

Philadelphia University's *Nexus Learning* has equipped me with an innovative, collaborative learning environment nestled under a transdisciplinary program in the College of Design, Engineering and Commerce.

Social

2009-Present

Provide aid and support at regional cleanups powered by United By Blue.
Assist in service projects in Philadelphia proper and the surrounding areas, both independently and through my University.

LANGUAGES

- English – native language
 - Spanish – speak fluently and read/write with high proficiency
 - French – speak, read, and write with basic competence
 - Social Media –speak, read, and write with fluency
 - HTML Markup –write with basic competence
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