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Zavier Persinger

about

Passionate about improving the quality of people's lifestyle through unsurpassed care and customer service. I am seeking to leverage my experience and studies in communication to empower customers within a people-driven organization. In-depth knowledge of Microsoft Office and Adobe workshop. Skilled in public speaking, digital marketing, and curation of unique customer experiences.



contact



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EDUCATION

B.A. Mass Communication
Sam Houston University
Houston, TX

*Expected Graduation:
December '23*

High School Diploma
Woodstock High School
Atlanta, GA
Graduating Class 2018

SKILLS

Microsoft Office Suite
Social Media & Media Engagement
Accuracy and Diligent
Organization and Prioritization
Adaptability and Flexibility
Google Certified - Digital Marketing

Pi Kappa Alpha Fraternity
SHSU / Recruiter

Black Student Alliance (BSA)
SHSU / Member

NAACP
SHSU / Member

relevant experience

06/2023 -12/2023

SALES TEAM LEAD / Crocs / Cypress, TX

- Oversaw all opening and closing procedures
- Lead the team in Net Sales since starting with the company.
- Educated and led a team of 20+ associates on products, promotion, and sales tactics
- Coordinate, delegate, prioritize, and exceed store deadlines in metrics such as: Conversion, Net Sales, and Average Transaction Value
- Assisted in visual presentation and placement as well as conjuring creative ways to promote sales.
- Stock room management

07/2022 – 05/2023

REGIONAL ASSISTANT MANAGER / T-Mobile / Spring, Tx

- Top 10 in Regional Sales (January - April)
- Lead a Team of 4, Sharing Best Practices, Resolving Issues With Customers
- Trained 3 of 8 Employees to Become RAMs at Other Locations
- Ensured Store Met Monthly Team Quota Every Month
- Explored Individual Needs to Provide Unique Sales Experience
- Lowered a 50% Chargeback Rating to 15% During Tenure

08/2021 – 05/2022 SOCIAL MEDIA CONSULTANT / @BarstoolSamHouston / @shsupike / SHSU Intern /
Houston, TX

- Managed multiple social media accounts simultaneously
- Organized and updated calendar post
- Utilized video and picture editing
- Increased engagement by 65% since given the position
- Analyzed social media trends to gain an understanding of the target audience
- Created promotional content for social media pages

10/2020 – 06/2021 MOBILE EXPERT / T-Mobile / Conroe, TX

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- Ask personalized questions and identified products that matched customer needs
 - Passion to educate, demonstrate and recommend advice and service solution
 - Handle multiple responsibilities and exceed T-Mobile expectations
 - Delivered results by meeting monthly sales goals in a minimum of 5 out of 7 categories
 - Troubleshoot and resolved problems related to devices and account services
 - Maintained weekly and monthly ongoing training in the areas of Sales, Customer Service, New Products and services

06/2019 – 06/2020

CASHIER / *Academy Sports and Outdoors / Willowbrook, TX*

- Resolved payment by cash, check, or credit card
- Counting cash at the beginning and end of shift
- Issued receipts, refunds, credits, and debits due to the customer
- Maintain stock of products on front end of the store
- Provided customer service during issue resolution
- Recognized as Top Performer of Credit Card sales
- Performs price/SKU lookups
- Zones merchandise and maintains merchandising guidelines, stocks impulse racks

08/2018 – 06/2019

FRONTDESK SPECIALIST / *S.L.I.D.E Dance Studio / Atlanta, GA*

- Greeted customers, parents, and students as they entered the studio
- Kept management apprised of customer complaints and student absences
- Accepted various paperwork and daily deliveries
- Performed basic clerical tasks such as student and dance instructor record keeping
- Organized, scheduled, and coordinated yearly recitals and studio events
- Answer multi-line phone, operate fax and copy machine
- Interact with individuals at all levels of the company in a professional and confident manner

08/2017 – 05/2018

SALES ASSOCIATE / *NPR Apparel / Atlanta, GA*

- Lead sales for graphic-designed clothing to peers and local business
- Used social media to distribute product to more targeted audiences outside of Atlanta
- Modeled clothing for photo shoots and other advertising medias
- Advertised and sold out three assorted designs of apparels online and face to face
- Drives sales through engagement of customers, suggestive selling, and sharing product knowledge.
- Keeps clientele informed by notifying them of preferred customer sales and future merchandise of potential interest.

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