



# ZACHARY BODRICK

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 Charleston, SC

## PROFESSIONAL SUMMARY

A recent graduate with a background in marketing, focused on leveraging knowledge of digital marketing, analytics and social media marketing to support organizational objectives. Skilled in translating customer insights into actionable strategies and creating content that resonates with target audiences.

## EXPERIENCE

### GMAC Services - Marketing Intern

PO Box 347, Ashton, MD • 09/2023 - Present

- Conducted market research and analyzed current trends; created content for various social media platforms, such as Facebook, YouTube, Twitter, and Instagram.
- Pro-actively participated in weekly team meetings and contributed to brainstorming and idea generation.
- Supported the Chief Executive Officer with any tasks as assigned.

### Southern First, Bank Teller - Bank Teller

Charleston, South Carolina • 08/2022 - Present

- Establish strong credibility with clients by providing accurate information to address concerns about their accounts and other bank products
- Processed daily transactions, which included deposits, withdrawals, money transfers, loan payments, and cashier's checks
- Became a leader/trainer when the new employee arrived
- Maintained records of every transaction and ensured documents were organized and in place

### Walt Disney Company, Disney World - Intern

Orlando, Florida • 06/2021 - 01/2022

- Selected for a six-month professional internship as part of an internationally recognized business program with the Walt Disney Company
- Worked in various venues, participated in personal and career development programs, and received coaching and development from experienced Disney leaders
- Worked in different park areas performing sales, customer service, and training
- Learned the art and science of service leadership as a member of the Disney Team
- Developed skills such as problem solving, teamwork, and

## EDUCATION

### Wall College of Business Coastal Carolina University

Conway • 05/2022

**Bachelor's Degree:** Business  
Management

### Awards & Honors

- Dean List Fall 2018
- Dean List Spring 2019
- Dean List Fall 2019
- Dean List Spring 2020

### Extracurricular Activities

- College Rugby Team
- Phi Sigma Pi

## SKILLS

- Digital Marketing
- E-commerce
- Social media marketing
- Social Media Platforms
- Employee Training
- Video editing
- Microsoft Office

## CERTIFICATIONS

- Google Digital Marketing and E-commerce certification
- Hootsuite Certification
- Disney College Program Certification

communications

- Mentored incoming Cast members as a Trainer for my assigned locations

### **Social Media - Social Media Manager**

*09/2019 - 04/2021*

- Accumulated 40,000+ followers on TikTok
- Created and posted original content daily, maintaining a strict schedule
- My posts on TikTok reached 1.5 million likes and 35,000,000 views overall
- Analyze social media metrics and adjust strategies accordingly
- Stay up-to-date on industry trends and changes in social media algorithms

## **VOLUNTEER EXPERIENCE**

### **Seacoast - Mission Trip Volunteer**

*Mount Pleasant, SC • 06/2017 - 07/2017*

Volunteered in Togo Africa to help the communities in any way we could. We help by:

Created educational plays, skits, and programs for children to perform.

Led believers in prayer and taught individuals how to pray.

Cleaned and set up Sunday School classrooms before student arrivals.

Built trust within the community, sharing personal testimony and listening to others.