

Zachary Perumal

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Portfolio

LinkedIn: www.linkedin.com/in/zacharyperumal

Professional Portfolio: zacharyperumal.com

Education

Marketing (BBA)

University of Georgia • Athens, GA

05/2023

- Completing Bachelor of Business Administration in Marketing in the Terry College of Business
 - Completing the New Media Certificate in the Grady College of Journalism & Mass Communication
 - Current overall GPA: 3.14
 - Prominent coursework: [Professional Portfolio](#) made in NMIX 4010, Web Development (linked above).
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Experience

Customer Service Representative

Micro Center • Duluth, GA

07/2020 - 08/2022

- Handled customer inquiries, answered questions, and resolved problems in a timely manner
- Kept accurate records of all interactions, including customer names, addresses, phone numbers, credit card information, and product sales
- Developed and trained new customer service representatives on the proper handling of customer inquiries
- Regularly achieved higher-than-average attach percentage and plan revenue for device protection and replacement plans through personalized upselling
- Created a new customer database by entering customer information into a database
- Assisted customers through cash, credit, and check transactions totaling up to \$5000

Sales Lead/Key Holder

Build-A-Bear Workshop • Buford, Georgia

05/2018 - 07/2020

- Focused on creating a captivating, emotional, and memorable experience for customers through asking open-ended questions, active listening techniques, and assisting them through every step of the experience
 - Engaged with customers to promote and maintain a happy, energetic atmosphere while increasing brand value, customer satisfaction, and customer retention
 - Executed company policies, procedures, and safety standards to ensure the proper cleanliness and safety of the office and equipment
 - Provided customer service and was involved in training new team members each month
 - Lead, coached, and motivated Sales Associates through contests, rewards, and developing positive relationships amongst each other and with customers to consistently achieve sales goals and boost employee morale
 - Completed and reported sales analysis to the District Manager through Microsoft Excel and Microsoft Outlook
 - Conducted store opening and closing procedures such as replenishing product inventory, store cleaning, and daily sales planning
 - Achieved and maintained a consistent 18%+ traffic conversion rate and \$50+ dollars-per-transaction as shift lead
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Skills

Computer skills, Customer service, Microsoft excel, Communication skills, Sales, Cash handling, Microsoft word, Windows, Writing skills, Computer literacy, Cashiering, Zoom, Google Docs, English, Leadership, Introductory HTML and CSS, Bootstrap 5 Components for HTML, Introductory WordPress, Written Communication, Mac OS, Figma

Extracurricular Activities

Blog Writer - UGA HEROs PR Committee, January 2021-May 2022

Club Member - UGA Transfer Students Club, August 2022-present