Zachary Grossman

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EDUCATION

Salisbury University, Salisbury, MD December 2026
Candidate for Bachelor of Science, Marketing
Overall GPA 3.8/4.0
Franklin P. Perdue School of Business- AACSB accredited
Maintained high GPA while working 15-35 hours per week

RELEVANT EXPERIENCE

Digital Marketing Internship June 2026-Present
Baja Amusements, Ocean City, MD
- Optimized the organization's website layouts and designs for mobile viewports using Wordpress
- Utilized Google Analytics, Google Search Console, and SEO strategies to help the website rank higher
- Managed the Google Business Profile to update company information and respond to customer reviews
- Created unique GoPro and drone content, which was then edited using CapCut and uploaded to the website, Google Business, and social media profiles

Supplemental Instruction Leader January 2026-Present
Salisbury University, Salisbury University
- Selected by Salisbury University's Center for Student Achievement to be one of the five Information Systems SI Leaders for a historically challenging class
- Communicated professionally with CSA staff and colleagues, the assigned course professor, and students who attended class and sessions
- Planned and lead effective supplemental instruction sessions for students with varying levels of subject knowledge, while also balancing personal school work and an additional job off campus

Sales Specialist May 2022-Present
K-Coast Surf Shop, Ocean City, MD
- Formed relationships with customers and their families, helping them make the purchases that fit their needs, abilities, and budgets, while also upselling when possible
- Supported training of 10+ employees by teaching them about the products and services provided, customer service concepts, and shop procedures
- Applied visual merchandising principles by creating and positioning displays for new, luxury products that would often sellout in the same day

Facilities Team Member October 2025-June 2026
Oak Ridge Baptist Church, Salisbury, MD
- Communicated clearly and effectively with both managers and subordinates through various mediums to ensure accurate completion of tasks
- Recognized and capitalized on personal and team strengths to effectively achieve organizational goals
- Planned and executed plans for various types of events, some of which had 1000+ guests

HONORS/MEMBERSHIPS

PTK Scholarship Recipient - Salisbury University
Crabtree Diversity of Thought Scholarship Recipient - Salisbury University
Men's Club Soccer - Salisbury University
Dean's List - Wor-Wic Community College
Phi Theta Kappa: International College Honor Society - Wor-Wic Community College
Betta Gamma Sigma- International Business Honor Society - Wor-Wic Community College