

# M. Brian Zaher

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## EDUCATION:

### Texas Tech University, Rawls College of Business:

Bachelor of Business  
Administration | Marketing  
Lubbock, TX | May 2021  
3.9 GPA

### Collin College:

Associate of Arts | Business  
Plano, TX | July 2019  
Dean's List | 2017 - 2019



## COURSES:

- Digital Marketing
- MKT Research & Analysis
- Consumer Behavior
- Marketing Strategy
- Sales Forecasting
- Marketing Communications



## SKILLS:

- Basic Graphic Design
- Front End Web-design
- Microsoft Office Proficient
- Adobe XD
- Salesforce
- CMS (Wordpress and Wix)



## EXPERIENCE:

### ISN Software Corporation

Business Development Associate  
Senior Associate

June 2021 - June 2022  
June 2022- Present

- Serve as a resource to help train new team members
- Service 20-30 customers daily with 100% CSAT in 2021
- Demonstrate exceptional attention to detail on invoice materials
- Lead team with 87% invoice conversion rate in 2021
- Participate in Executive Review Meetings with large clients
- Generate over \$500k in invoice revenue in 1st half of 2022

### Freelance Webdesigner Designer

September 2017- Present

- Collaborate with clients to create simple, effective web-content
- Design simple, unique, and creative logos and other graphics
- Utilize various WordPress plugins to add functionality to sites
- Run Pay Per Click ads and SEM strategies to attract new clients

### Texas Roadhouse

January 2019 - May 2021

Server

- Succeed in a fast-paced, high-stress work environment
- Successfully suggest current promotions to every guest
- Understood performance reports to improve server sales
- Develop relationships with every guest to enhance experience



## CERTIFICATIONS:

- Stukent Digital Marketing Certification December 2020
- Hootsuite Platform Certification November 2020
- Google Search Ads Certification November 2020
- Hubspot Email Marketing Certification September 2020
- Microsoft Office Specialist Excel 2016 Certification December 2019