

Zachary J. Berling

Professional with Strong Leadership Skills

CONTACT ME

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AREAS OF EXPERTISE

- **Account Management and Client relationship building**
- **Strategic Marketing and Sales Growth**
- **E-commerce and Website Development**

EDUCATION & CREDENTIALS

Applied associate in web design
Jun 2022 – Present | Muskegon Community College
Graduation Date: 2025 | Currently 4.0 GPA

Certifications: A+ Technician
Microsoft Certified Personnel

Soft Skills

Communication | Time Management
| Interpersonal Skills | Problem Solving | Collaborative | Mentoring | Proactive | Innovative

Web Developer with a strong background in account management, client relationship building, and strategic marketing. I am pursuing an Applied associate degree in web design at Muskegon Community College, on track to graduate in 2025 with a 4.0 GPA. I am experienced in e-commerce and website development and have a proven track record of success in sales and team leadership.

WORK EXPERIENCE

Account Management Specialist

Spectrum

May 2020 – Jan 2023 (2 yrs. 9 mos.)

- Managed and maintained relationships with key clients
- Provided solutions to meet clients' needs and ensured client satisfaction
- Identified new business opportunities and assisted in developing and implementing inside sales strategies
- Possessed strong communication, negotiation, and analytical skills
- Deep understanding of the industry and clients
- Successfully led a project to retain existing customers and prevent churn
- Worked closely with sales teams to develop and implement strategies
- Coached and advised sales representatives and provided training
- Created training material and a unique approach that the company now incorporates to improve the sales retention process
- Ranked in the top 10 out of 38,000 representatives for sales, I efficiently handled incoming calls at the call center and consistently closed successful deals.

Sales Mentor

Spectrum

Nov 2020 – Jul 2021 (9 mos.)

- Developed and implemented effective strategies to retain existing customers and prevent churn, resulting in a solid and loyal customer base for the company.
- Provided comprehensive training, coaching, and advice to sales representatives to empower them to maintain and grow relationships with key accounts.
- Proactively identified and overcame challenges faced by the sales team in retaining customers, resulting in achieving and exceeding retention targets.
- Created innovative training materials and strategies that significantly improved the sales retention process.
- Collaborated closely with the sales and marketing teams to develop retention-focused campaigns that effectively engaged customers.
- Utilized data and analytics to track and measure the success of retention efforts, making data-driven decisions to optimize performance.
- Guided and mentored others to achieve top performance and reach records for the company through my effective strategies and guidance, placing them in the top percentile of the company.

Frontend Web Developer & Designer

VentureProz

Apr 2019 – May 2020 (1 yr. 2 mos.)

- Utilized my experience as a full-stack developer and e-commerce specialist to launch my own business, VentureProz, specializing in building custom websites for new companies.
- Successfully serviced clients, including WMBilliards, Shoreline, JPGems&Jewelry, and others, tailoring websites to their specific needs.
- Implemented effective marketing strategies to drive a significant increase in sales for clients, achieving an average growth of 20-40%.

WORK EXPERIENCE CONTINUED

Assistant Retail Sales Manager

Montblanc

Jul 2017 – Jul 2018 (1 yr. 1 mo.)

- Served as Assistant Retail Sales Manager for luxury pen retailer Montblanc, leading and managing sales teams to achieve sales targets and ensure smooth store operations.
- Analyzed last year's KPI results and overall product sales to identify areas for improvement and develop effective strategies to drive sales growth and improve performance.
- Implemented targeted sales pitches and marketing campaigns to increase interest in specific products and drive sales. This resulted in significant improvement in sales and performance for the store and an increase in overall success for the company.
- Led and mentored the sales team to achieve their sales targets, resulting in better store performance and high customer satisfaction.

Manager

Mephisto

Jan 2012 - Jul 2017 (5 years 7 months)

- Proven track record of driving results as a manager through coordinating various sales and marketing initiatives
- Led the development and design of a new website for the company, resulting in a significant increase in online sales
- Acted as a graphic designer for various email campaigns and 3rd party social media websites, such as Twitter, Facebook, Pinterest, and Google+
- Introduced new selling tactics within the sales team, resulting in a 40% increase in sales from 2012-2013
- Continuously monitor and analyze the market to identify new opportunities and trends and align with company's goals.

Professional Sales Specialist

Tourneau | Bucherer

Jan 2008 - Jan 2016 (8 years 1 month)

- Highly experienced luxury timepiece sales professional with a reputation for providing exceptional service and unparalleled product knowledge to a discerning clientele.
- Specialized in building long-lasting relationships with high-profile individuals including famous athletes, musicians, actors, successful business entrepreneurs and individuals through exceptional client relationship sales strategies.
- Maintained a client book and achieved repeat sales by providing exceptional service and understanding clients' needs and preferences.
- Possessed a deep understanding of luxury watch brands and their associated timepieces, able to sell based on their complexities and features.
- Highly skilled at presenting the unique selling points of luxury watches to potential customers and closing sales.

Phi Theta Kappa



This is to Certify That

Zachary Berling

has complied with all the requirements for,
and has been inducted into

Phi Theta Kappa

Honor Society

Member # 000021774560

In witness of which we have caused the great seal of the Society to be
hereto affixed and inscribed our signatures.



Mrs. Heidi Romero

Chapter Advisor

Beta Xi Xi

Chapter

President and CEO

April 22, 2023

Date

To Whom It May Concern:

I am pleased to recommend Zachary Berling, a Phi Theta Kappa Honor Society member, the largest and most prestigious honor society serving colleges worldwide. Zachary Berling was inducted into the Beta Xi Xi Chapter of Phi Theta Kappa while attending Muskegon Community College.

To be invited to membership in Phi Theta Kappa, Zachary Berling earned high academic standing with a class rank in the top 10 percent. Phi Theta Kappa requires members to maintain high academic standing for enrollment at the college.

Established in 1918, the Phi Theta Kappa Honor Society recognizes and encourages the academic achievement of college students and provides opportunities for individual growth and development through honors, leadership, and service programming. Membership in the Society reflects discipline, determination, and an innate desire to succeed. Active involvement demonstrates servant leadership, communication skills, and emerging leadership talent.

Since its founding, Phi Theta Kappa has inducted more than 3.5 million members and chartered nearly 1,300 chapters in 11 nations. Membership is a great honor, and members like Zachary Berling are among the best of the best at their institutions.

Sincerely,

Lynn Tincher-Ladner, Ph.D.

President and CEO

Phi Theta Kappa Honor Society