

# ZACH KNIGHT

ZachKnightContact@gmail.com | 179 Lake Cliff Drive, Erie, PA 16511 | (814) 812-1127

---

**EDUCATION:** Penn State Erie, The Behrend College

Expected December 2015

*Bachelor of Science, Marketing*

**ACADEMIC**

**PROJECTS:**

**Consumer Behavior Project: Barber National Institute (BNI) – Beast On The Bay**

- Worked with BNI to formulate, then implement strategies to increase millennial participation
- Conducted secondary and primary research including focus groups and surveys
- Presented research findings and recommendations to company executives
- Wrote, produced, voiced, and revamped a BNI radio ad which was used on local mainstream radio

**Marketing Research Project: Why Memberships of Nonprofit Organizations Are Declining**

- Created then tested survey questions and led focus groups; used sampling methods for data collection
- Derived conclusions from results and presented findings to a nonprofit organization's executive board

**Small Business Field Study Project: Country Fair Inc.**

- Worked with executives to find ways to effectively implement a mobile app and market it to millennials
- Conducted secondary and primary research including focus groups and various types of surveys
- Resulted in a full time internship that started May 2015 and is scheduled to end December 2015

**WORK/**

**EXPERIENCE:**

**COUNTRY FAIR CORPORATE HEADQUARTERS, ERIE, PA**

May 2015-Present

*Marketing Internship*

- Generate creative works for the company's online presence, various coupons, and other means
- Working with executives to effectively implement a new mobile app and market it to millennials
- Assisting in the creation of promotional campaigns to market the mobile app on a large scale

**ERIE READER, ERIE, PA**

Spring 2015

*Marketing/Sales Internship*

- Prepared sales proposals, scheduled sales meetings, and closed sales
- Researched exclusive contact information of potential advertisers for cold calling purposes
- Generated several thousand dollars in sales of advertisements over the course of a semester

**INDEPENDENT SINGER-SONGWRITER**

July 2011-Present

*Pop/RnB/Acoustic Singer-songwriter, Producer, Performer*

- Produce, sell, and preform original and self-written music in front of large crowds at various venues
- License music and signed contracts with multinational music licensing company and other businesses
- Maintain engagement and exceptional growth within social media and other mediums

**DOWNING MUNICIPAL GOLF COURSE, HARBORCREEK, PA**

April 2009-Present

*Grounds Keeper/Maintenance (City of Erie Employee)*

- Increased responsibility of operating heavy machinery throughout neighboring courses
- Supervise construction and completion of grounds improvement projects

**RELEVANT**

**SKILLS:**

Market and Competitor Research, Social Media Management, Confident Public Speaker, Exceptional Interpersonal Skills, Self-motivated, Organized, and Dependable, Familiar with Understanding and Signing Contracts, Accustomed to Microsoft Office Tools

**RELEVANT**

**COURSES:**

Marketing Research, Global Marketing, Principals of Marketing, Legal Environment of Business, Basic Management Concepts, Small Business Management, Statistics for Business, Supply Chain Management Business Information Systems, Micro and Macro Economics

**ACTIVITIES/**

**VOLUNTEER:**

Penn State Behrend Marketing Club – Executive Board: Treasurer

2015

Church Band Member (Drummer/Vocals/Guitar)

2005-Present