

# Zachary Silverstein

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## EXECUTIVE SUMMARY

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Passionate Marketing and Professional Selling student at the University of Central Florida with 3 years of customer service and sales experience. Success in working with clients to identify needs and present creative solutions. Consistently driving for results, collaborating with cross-functional teams, possessing excellent communication and negotiation skills. Eager to leverage academic achievements and practical experience in a dynamic sales role focused on customer retention and revenue growth.

## PROFESSIONAL EXPERIENCE

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### C3Research

March 2024 – Present

#### Intern

- Conducting virtual interviews and surveys to collect data for market research.
- Leveraging platforms such as LinkedIn for lead generation, prioritizing relationship building and lead qualification.
- Organization and leading of focus groups, designed for data collection.

### UCF's Professional Selling Program

May 2023 – Present

#### Member

- Selected as one of 35 students for a prestigious national sales program.
- Participated in mentorship program with a LexisNexis Regional Sales Manager, gaining first-hand experience in sales strategies, shadowing sales calls, cold calling and arranging meetings.
- Demonstrated effective communication and influencing techniques in numerous interactive role plays.
- Established relationships with program sponsors, benefiting from their professional insights and guidance in the sales industry.

### Berkshire Hathaway HomeServices

July 2022 – March 2023

#### Realtor

- Communicating with customers to facilitate the purchasing and listing of residential homes.
- Working closely with buyers to develop a marketing plan that align with market conditions.
- Responsible for market analysis, analyzing selling prices of recently sold, comparable properties to determine competitive market prices for upcoming listing.

### Safeway Moving Systems

June 2022 – August 2022

#### Relocation Specialist

- Initiated an average of 100 outbound calls per day via CRM platform, resulting in a 25% increase in customer engagement compared to the previous month.
- Managed data entry and organization within our CRM system with 100% accuracy, ensuring all client information was recorded and accessible for future reference and follow-up.
- Facilitated the quoting process for clients transitioning their inquiries into actionable quotes, resulting in a 15% increase in conversion rate.

## EDUCATION

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University of Central Florida, Orlando, FL

May 2024

Bachelor of Science in Business Administration, Marketing and Professional Selling

#### Honors & Accolades:

- 2023 Northeast Intercollegiate Sales Competition Finalist
  - Placed 5th out of over 200 competitors
- AEPI – Philanthropy Chair

## ADDITIONAL INFORMATION

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**Computer Skills:** Microsoft Office, IBM SPSS, Canva, Salesforce

**Certifications:** Real Estate license, Microsoft Excel Expert, Adobe Premiere Pro, Adobe Photoshop, XIQ Sales Sigma Pro