

# Zakary Hughes

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## **PROFESSIONAL SUMMARY:**

Results-driven young professional with a proven track record in lead generation, marketing material creation, and data analysis. Eager to contribute to a high-performing team and leverage skills to drive brand growth and engagement. Proficient in managing complex projects, delivering exceptional customer service, and building professional relationships. Technical proficiency in Microsoft Office Suite, Canva, B2B social media, HubSpot CRM, Zoominfo, LinkedIn Sales Navigator, and LinkedIn Campaign Manager.

## **EDUCATION:**

**University of Minnesota – Twin Cities**  
*College of Education and Human Development*  
*B.S. Business and Marketing Education*

**Minneapolis, MN**  
*Diploma: May 2023*

## **PROFESSIONAL EXPERIENCE:**

### **LI Group**

#### ***Business Development Representative***

**Shakopee, MN**  
*June 2023 – Present*

- Manage a sales pipeline by contacting and educating prospects about company offerings
- Utilize multiple strategies to generate, qualify and act on new leads, identify new avenues for the sales team
- Brought company into compliance with CAN-SPAM laws
- Arrange conference calls and meetings between prospective clients and account executives
- Maintain client database (HubSpot) to centralize information and provide access to team members
- Create Marketing Materials (Graphics, videos, decks) in Canva for social media, sales team & operations team
- Shot videos on job sites to promote individual departments
- Collaborated with Management to write HubSpot SOP, distributed to sales team
- Authored a detailed LinkedIn growth strategy, including data-backed plans and was greenlit.
- Given control of company LinkedIn
- Responsible for a 13% page size growth in 3 months since taking over, as well as unprecedented viewership/impression metrics for image & video posts

### **Warrior Funds OZ, LLC**

#### ***Marketing and Community Development Intern***

**St. Louis Park, MN**  
*January 2023 – May 2023*

- Responded to inquiries from the public, staff, and board of advisors regarding the company's work of providing housing for underserved veterans
- Conducted product research, data scraping, data analysis and data manipulation in Excel
- Developed the company's CRM platform using HubSpot and drafted case studies for market expansion strategies
- Created a Google Drive taxonomy ecosystem to host the company's data

**Varsity Theater/Live Nation Entertainment**  
**Bartender**

**Minneapolis, MN**  
**October 2019 – May 2023**

- Managed all aspects of bar operations, including opening and closing duties
- Provided exceptional customer service by ensuring a positive experience for guests
- Utilized relationship building skills to quickly understand and resolve issues in a fast paced, high-volume environment.
- Maintained all compliance with age verification and portion control regulations

**LEADERSHIP EXPERIENCE:**

**Delta Tau Delta Fraternity – Executive Board**  
**International Fraternity for college youth development**

**Minneapolis, MN**  
**Fall 2018 – Spring 2019**

- Served on the Executive Board to manage and assist with all aspects of the fraternity
- Primary duty as House Manager was to ensure the condition of the shelter stayed in clean, working order
- Ensured live-in members completed their weekly cleaning tasks as assigned
- Organized, delegated, and executed large scale shelter cleanups after large social events
- Ensured the grounds of the shelter kept a presentable appearance

**VOLUNTEER WORK:**

**Juvenile Diabetes Research Foundation 2017-2020**

***JDRF One Walk - Delta Tau Delta***

- Assisted in event setup & teardown at Mall of America
- Acted as part of the JDRF team to cheer on kids & their families / teams as they walked to raise money for T1D research

***JDRF Hope Gala -Delta Tau Delta***

- Assisted in Gala setups