

# Cesar Zayas | CV

3317 Ogalala Ave, San Diego, California, 92117

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## Previous Employment

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- **San Diego Car Rental** **San Diego, CA**  
*General Manager of Sales and Marketing* *January 2015–Present*

Furthered my Customer and Business Management experience through various roles at SDCR. Developed experience with cloud based SaaS programs such as TSD Rental Management, our customer and fleet management service. Improved my customer relation skills, both in person and over the phone, with constant client interaction. Beginning to work on SDCR's marketing which relies on social media outlets primarily, but has also evolved into direct communication with our niche market: San Diego's growing international student population. I travel and develop lasting relationships with local host families, universities, and other English schools to directly connect with clientele and generate repeat business.
- **Saska's Steak and Seafood** **Mission Beach, CA**  
*Manager of Valet Operations* *October 2014–Present*

Promoted to Manager within three weeks of being hired after displaying efficiency in driving and exceptional customer service skills with guests and co-workers alike. Responsible for hiring, firing, and developing my Valet employees to ensure a strong and stable workforce. I instituted and still maintain an organized work schedule for all valet employees on a weekly basis. In the process of raising the valet charge for each incoming car in order to raise weekly revenue by \$200-\$300 and ultimately provide a higher wage for both my employees and myself.
- **Global Equity Finance** **La Jolla, CA**  
*Sales Associate* *September 2014-December 2014*

Worked with Global Equity, a San Diego based Mortgage and Finance Company. Primary tasks included providing warm and qualified leads to executive staff through Call Fire and Shoretell Communication, our Lead Generating programs. Developed customer relation and management skills through the use of Global Leader, our proprietary CRM software. Followed data analysis and tracking of customer information throughout the duration of the Loan Process. Continually assessed leads in Global Leader to determine the quality of customers being contacted. Improved upon customer service and over-the-phone communication skills by constantly personalizing and building rapport with each customer.

## Education

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- **Emmanuel College** **Boston, MA**  
*Global Studies and International Relations , Spanish Certificate* *2010–2014*

Senior Thesis: Virtual Water and Hydro-Politics: Impacts on the Middle East  
Coursework and Clubs: Model United Nations, Admissions Ambassador Program

## Technical and Personal skills

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- **Industry Software Skills:** Global Leader (CRM), Shoretell Communications, Callfire, Constant Contact, Microsoft Office, TSD Rental (SaaS).
- **Other:** Fluent in reading, writing, and speaking Spanish at a business level.