

ZACHARY ROMERO

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EDUCATION

University of Colorado Boulder – Leeds School of Business

Expected Graduation: Dec 2026

Bachelor of Science in Business Administration – Marketing & Sales Emphasis

Barcelona Business & Culture Program – Spring 2026

Relevant Courses: Sports Media, Consumer Behavior, Digital Marketing, Business Analytics, Sports Entrepreneurship

Highlighted Project: **Jersey Bank** – Created a sports jersey-rental startup; led market research, pricing strategy, and investor pitch that earned 2nd place for innovation and market potential.

PROFESSIONAL EXPERIENCE

Vida: Eat to Live – Creede, CO *Manager*

October 2023 – August 2025

- Increased seasonal sales of my family's business by 20% through targeted local marketing and relationship-based upselling.
- Led an 4-person team to improve operational efficiency and daily customer turnover rates.
- Managed vendor negotiations and menu pricing strategy to maximize profit margins.

Antlers Restaurant – Creede, CO: *Server*

Jun 2024 – August 2025

- Provided exceptional service to 100+ guests per day, building rapport that drove repeat sales and tips.
- Recognized for consistently exceeding sales targets through suggestive selling and customer engagement.
- Supported new staff training on customer service and point-of-sale techniques.

Coffee on the Fly – Creede, CO: *Manager*

May 2019 – Jul 2024

- Promoted for exemplary customer sales leadership and operational excellence.
 - Trained and coached 5 employees on upselling and guest retention strategies.
 - Managed inventory and cost controls to achieve consistent profitability.
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KEY SALES SKILLS Customer Engagement & Relationship Building | Consultative Selling | Cross-Selling & Upselling | Sales Analytics | CRM & POS Systems | Leadership & Team Development | Excel | Canva | Google Workspace