

Jesus Zarate

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PROFILE SUMMARY

Dedicated Social Service major leveraging 15+ years across diverse industries to positively impact and support clients' lives. Passionate about advocating clients and addressing their needs by promoting critical thinking skills, a multi-dimensional approach to addressing clients' needs, clear & persuasive communication practices, with an end goal of developing strong client relations and increasing client retention. Effectively utilizes well developed cultural literacy skills in the field of Human Services, while continuing to expand the knowledge and understanding of my colleagues and fellow scholars through strategic team leadership and development practices.

EDUCATION

Harrisburg Area Community College, Lancaster, PA

Associate in Arts, Social Services: Expected: December 2025

Honors & Awards:

- Dean's List Fall 2024, Spring 2025
- GPA **3.75+**
- National Organization for Human Services Member, 2025
- Phi Theta Kappa Honors Society- Alpha Nu Omega Chapter, July 2025
- Peer Tutor at Harrisburg Area Community College, August 2025

PROFESSIONAL EXPERIENCE

Retail Associate Jan 2025 - Present

Panera Bread, LLC– Lancaster, PA

- Develop and implement team-based marketing campaigns for clients to boost bottom line sales by 150%
- Assist in creating content for social media platforms, email newsletters, and promotional materials
- Complete customer focused tasks while delivering top level customer service

General Manager July 2017 - Aug 2024

Panera Bread, LLC– Lancaster, PA

- Modeled Panera warmth and excellence for the team, customers, and community
- Ensured extraordinary guest experiences through positive engagement and proper conflict resolution practices
- Coached and motivated diverse teams to remain in the top 15% ranking among company locations
- Achieved the highest employee retention rate for seven consecutive years through mentorship and skill development
- Provided guidance and life skills development for staff, mentees, and the community

Plaza Director Jan 2013 - July 2017

HMS Host – Elverson, King of Prussia, and Valley Forge, PA

- Directed multi-unit operations, optimizing staffing and efficiency across locations
- Made calculated judgment calls and utilized discretion to resolve customers and associate questions
- Recognized, understood, and utilized the teams' strengths while providing accurate feedback on their performance and contribution to the business goals
- Implemented marketing programs and brand initiatives to increase bottom line revenue by 50% year over year

Infantry Feb 2009- June 2012

United States Military- Fort Drum, NY

- Proven ability to lead and motivate diverse teams in high pressure situations to achieve desired outcomes in and out of combat situations
- Exceptional problem-solving skills in high-stress environments in the United States and abroad
- Strong communication skills for effective coordination and briefing
- Awarded an Army Achievement Medal for outstanding performance and leadership in the field

- Served as a mentor for transitioning soldiers, providing critical guidance and support
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