2060 4th Street, #137 | Berkeley, CA 94710 | 978-807-8965 | zacharer.karoline@gmail.com

Karoline Zacharer

Objective

Highly creative and analytical individual with 4+ years of responsibility and leadership. Skilled in designing materials, creating content, writing copy, and reporting analytics. Seeking employment in a social media or marketing role at a creative and dynamic employer in the Bay Area.

Experience

May 2017 – Present | HealthyPets Inc. | Union City, CA

Social Media Marketing Associate

- Creates and designs engaging and dynamic social content for EntirelyPets, EntirelyPets Pharmacy, and HealthyPets brands.
- Works with various project management and scheduling tools to manage content.
- Manages and purchases Facebook ads.
- Reports results week-over-week for engagement, traffic to site, and revenue directly from social campaigns.
- Creates UTM codes to monitor social conversions for specific campaigns.

Dec. 2016 – May 2017 | Vanbarton Group | San Francisco, CA

Property Assistant (Contract)

Nov. 2015 – Sep. 2016 | CIEE | Portland, ME

Marketing Coordinator, High School Programs

- Focused on inbound + outbund high school programs for CIEE, a world leader in study abroad.
- Managed communications with host families across the united states and with international exchange students studying in the U.S. and abroad. Communicated directly with these groups via marketing emails, direct mail, and social media.
- Oversaw direct ad campaigns, targeted email campaigns, and social engagement contests for current and potential participants.
- Collaborated with sales and marketing teams to create campaigns and materials to help meet company goals of increasing participation in high school study abroad.

May 2014 – Nov. 2015 | Portland Pirates Hockey | Portland, ME

Director of Media Relations & Social Media Manager

- Increased social engagement between fans and Pirates official social channels. Examples include growing Twitter and Facebook followers by over 10% each.
- Used Adobe Creative Suite to create, design, and edit all web graphics and content for PortlandPirates.com and all Pirates social channels. Also designed all print and miscellaneous materials including tickets, programs, flyers, jerseys, and more.
- Wrote, edited, and distributed all press releases and official team communication to a vast network of local, national, and international media outlets, hockey organizations, and fans.
- Pitched player interest stories to outlets such as ESPN and *Hockey Night in Canada*.
- Oversaw massive redesign of PortlandPirates.com and conversion to Wordpress CMS.

Education

Class of 2013 | Bridgewater State University | Bridgewater, MA

Bachelor of Arts, Communication Studies

- Focus in marketing & media studies.
- President of the Class of 2013

Skills

Adobe Creative Suite, Google Apps suite, basic HTML/CSS knowledge, extensive experience with Wordpress CMS and Google Analytics, Facebook Ads, excellent customer service skills.