

Karoline Zacharer

Objective

I am a highly creative and analytical marketing professional 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

Aug. 2017 – Nov. 2017 CCD Innovation Emeryville, CA

Marketing Coordinator

- Created content for social media channels.
- Managed and maintained communication databases of clients, associates, and business development contacts.
- Distributed press releases and facilitated contact with media.

May 2017 – Aug. 2017 HealthyPets Inc. Union City, CA

Social Media Marketing Lead

- Created and designed engaging and dynamic paid and organic social campaigns.
- Worked with outside clients to created branded ads for social media.
- Reported KPIs related to site traffic and revenue derived from social media.
- Maintained social media and content planning calendar.

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 + outbound high school programs for CIEE, a world leader in study abroad.
- Managed communications with participants across the United States and internationally via marketing emails, direct mail, and social media.
- Managed projects including retargeting ads, email campaigns, and social engagement contests.
- Collaborated with sales and marketing teams to create materials to help meet company goal of increasing high school study abroad.

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

Director of Media Relations & Social Media Manager

- Pitched player interest stories to outlets including ESPN and *Hockey Night in Canada*.
- Oversaw redesign of PortlandPirates.com and conversion to Wordpress CMS.
- Wrote, edited, and distributed all team press releases and official team communications.
- Managed social media accounts and grew Twitter and Facebook followers by over 10% each.
- Used Adobe Creative Suite to design all web, print, and social graphics.

Education

Class of 2013 Bridgewater State University Bridgewater, MA

Bachelor of Arts, Communication Studies

Skills

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