

## Karoline Zacharer

### Objective

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I am a highly creative and analytical professional with 4+ years of responsibility and leadership experience. Skilled in social media management, content creation, writing copy, and reporting analytics. Seeking employment with a dynamic employer in the Portland, Maine area.

### Experience

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- Aug. 2018 – Present                      Martin's Point Health Care                      Portland, ME  
**Health Management Appeals Specialist and Administrative Assistant (Temporary Contract Through Pro Search Inc)**
- Appeals support for Medicare Advantage Health Plan.
  - Answers calls from medical providers and relays medical authorization information.
  - Administrative support to Health Management Department.
- Feb. 2018 – Jun. 2018                      Elephant                      San Francisco, CA  
**Resource Coordinator (Temporary Contract Through Atrium Staffing)**
- Assisted HR and Resource Management teams in recruiting and staffing for projects at a high-profile creative agency in San Francisco.
- Aug. 2017 – Nov. 2017                      CCD Innovation                      Emeryville, CA  
**Marketing Coordinator & Executive Assistant to the CEO**
- Managed and maintained communication databases of clients, associates, and business development contacts.
  - Distributed press releases and facilitated contact with media.
  - Compiled and distributed meeting agendas and minutes, miscellaneous clerical responsibilities.
  - Assisted in planning 25<sup>th</sup> Anniversary gala.
- May 2017 – Aug. 2017                      HealthyPets Inc./EntirelyPets.com                      Union City, CA  
**Social Media Marketing Lead**
- Oversaw paid + organic social campaigns from conception and design through to revenue reporting.
- Dec. 2016 – May 2017                      Vanbarton Group                      San Francisco, CA  
**Property Assistant (Temporary Contract Through Atrium Staffing)**
- Liaison between building staff, tenants, and vendors.
  - Basic administrative tasks (filing materials, answering phones, opening mail, greeting guests, ordering office supplies & snacks, etc.).
  - Planned events for the office and for building tenants.
- 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 marketing projects such as email blasts, direct mailers, social campaigns and engagement contests, retargeting ad campaigns, and web landing pages.
  - 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 media 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.
- Used Adobe Creative Suite to design all web, print, and social graphics.

Aug. 2013 – May 2014 University of Massachusetts Lowell Lowell, MA

**Community Outreach Coordinator**

- Set up community outings for student athletes with local schools and charities.
- Helped manage fundraising ticket programs for local community causes.

**Education**

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Class of 2013 Bridgewater State University Bridgewater, MA

**Bachelor of Arts, Communication Studies**

**Skills**

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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.

**Community Involvement**

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2016-2017 Junior League of San Francisco San Francisco, CA

- Issue Based Community Impact Committee member

2015-2016 Junior League of Portland, ME Portland, ME

- Marketing Committee – social media specialist

2013 Merrimack Valley Food Bank Lowell, MA

- Golf Tournament Committee – planning and development intern