



CONTACT

✉ sarazastko@gmail.com

📞 (269) 290-1233

📍 Kalamazoo, Michigan

🌐 linkedin.com/in/sara-zastko/

TECHNICAL AND KEY SKILLS

- Proficient in Microsoft Office, Adobe Cloud Apps, Asana, Canva, and a variety of other programs
- ChatGPT and AI Proficient
- Strategic Partnerships/Vendor Relationship Development
- Team Management
- Project and Event Management
- Task Prioritization
- Cross-Functional Collaboration
- Media Relations & Press Releases
- Brand Creation & Launch
- Copywriting & Proofing
- Public Speaking
- Certificates in Hootsuite, Adobe, and Google Ads
- WordPress Proficient

REFERENCES & LETTERS OF RECOMMENDATION

*Available Upon Request.

SARA ZASTKO

Experienced in Marketing, Communications and Corporate Event Planning

I am an experienced marketing and communications professional with expertise in corporate event planning, digital media, graphic design, and project management. I specialize in strategic networking, creative campaign execution, and managing high-profile events from concept to delivery. My skills also include account management, team leadership, and training, with a focus on aligning teams with organizational goals. Additionally, I have a strong track record in process optimization to enhance efficiency and drive measurable marketing results. I am seeking full-time remote opportunities.

RELEVANT EXPERIENCE

Marketing Manager - In Office

frac/vest | July 2024 - current

- Led brand creation and successful launches for multiple companies.
- Designed and managed websites using WordPress.
- Handled social media management for various organizations.
- Produced graphic design and video content, including voice-over narration and basic animation.
- Managed SEO strategies, social media advertising campaigns, and budget oversight for the marketing department.

Social Media and Marketing Specialist - Hybrid

Edward Rose and Sons | October 2021 - April 2024

- Organized over 500 annual community events across 70 apartment and townhome complexes.
- Successfully executed an online campaign that launched and reached 98% occupancy for multiple new properties, generating millions in company revenue.
- Planned and executed corporate and company events.
- Managed 70+ social media pages and groups.
- Produced graphic design assets for both digital and print media.
- Implemented B2B strategies, SEO, A/B testing, CMS, CRM, and email marketing campaigns.

Digital Marketing Manager - Remote

Excelling Marketing | Feb 2009 - October 2021

- Managed a team of eight highly skilled individuals who executed all graphic design, videography, photography and social media.
- Lead SEO/SEM, email marketing, influencer marketing campaigns.
- Managed updates via WordPress to company website.
- Oversaw brand creation and guides.
- Handled all public relations and press releases.
- Lead photography, videography and graphic design sessions.

EDUCATION BACKGROUND

High School Diploma

Gull Lake High School | Sept 2000 - May 2004

BA in Marketing

Yavapai College/Northeastern University | Sept 2004- May 2006

- Completed coursework: Media Writing Skills, Technical Writing, Business and Marketing, Public Speaking, and Communications.