

KAYLA ZANGER

MARKETING & SOCIAL MEDIA STRATEGIST

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I am seeking a creative role in marketing and communications where I can combine my passion for community engagement with my background in art direction, graphic design, and content creation. With a strong eye for storytelling, I aim to highlight meaningful initiatives, promote community progress, and strengthen connections between organizations and the people they serve. My goal is to develop impactful communication strategies and creative solutions that deliver lasting value beyond the initial project.

SKILLS

Social Media Marketing & Strategy	Paid Social Ad Optimization	Typography & Copywriting
Graphic Design & Brand Identity	Event Marketing & Promotion	Photography & Videography
Campaign Ideation & Creation	Analytics Performance Tracking	Market Research & Audience Insights
Digital & Print Marketing Materials	Newsletter & Email Marketing	Website Maintenance & Updates

TOOLS & TECH

Creative Software	Productivity Tools	Production Equipment	Marketing Platforms
Adobe Creative Cloud	Microsoft 365	Canon & Sony Camera Systems	Meta Business Suite
Canva Visual Suite	Google Workspace	DJI Osmo Pocket	Cloud Campaign & SEMrush
CapCut Creative Suite	ChatGPT	Audio & Lighting Equipment	Mailchimp

PROFESSIONAL EXPERIENCE

Social Media Specialist | Hunch Free Jun 2025 - Present

- Strategize and execute organic and paid social media campaigns, utilizing audience targeting, content strategy, and performance analytics to optimize engagement, reach, and campaign results.
- Serve as the primary point of contact for multiple client accounts, overseeing marketing initiatives, creative deliverables, project workflows, client communications, feedback, and approvals.
- Conceptualize and design digital and print marketing materials, including social content, brochures, billboards, digital displays, event graphics, and web assets to maintain brand consistency.
- Develop cohesive visual identities and integrated promotional campaigns for community events, overseeing event branding, marketing strategy, and digital and print communications.
- Lead on-site photography and media coverage for high-profile countywide events involving elected officials, community leaders, and stakeholders, supporting public relations and community engagement.

Community Relations Marketing Intern | City of Sterling Heights May 2024 - May 2025

- Developed and executed social media strategies for the Sterling Heights Fire Department, increasing Facebook reach by 4,604% and Instagram reach by 1,265% within three months.
- Conceptualized and developed visual identities for the 2024 State of the City Address and Pathway to Play & Preservation Millage, establishing cohesive branding across digital, print, and event communications to support long-term city initiatives and future community development projects.
- Collaborated with the Head of Marketing and city departments, including Parks & Recreation, the Library, Fire Department, and Community Relations, to brainstorm marketing strategies, develop promotional campaigns, and increase awareness of municipal programs, services, and events.

EDUCATION

College for Creative Studies Sept 2021 - May 2025

- Bachelor of Fine Arts (BFA) in Advertising Design