

ZABRINA HVOSTAL

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💻 www.zabrinahvostal.com

SKILLS

Writing, Editing, AP Style, Social Media, eComm Marketing, Brand Advocacy, Strategy and Content Development, Creative Storytelling, Google Analytics, Power Bi, SharePoint, Microsoft 365 Platforms, PoliteMail, Yext, Workfront, CrossCap

EDUCATION

KENT STATE UNIVERSITY

BACHELORS OF SCIENCE IN PUBLIC RELATIONS | MINOR IN MARKETING

PROFESSIONAL EXPERIENCE

● **ONLINE CONTENT MANAGER, Giant Food**

JULY 2022 - MAY 2023

- Responsible for overall marketing strategy and content for giantfood.com.
- Developed and managed weekly content calendar.
- Ensured all content on website reflected current business and marketing priorities, supported the brand story and adhered to brand standards.
- Developed response briefs for marketing campaigns that outlined strategy and objectives for the web channel.
- Reported on a range of digital KPIs and insights tied to site engagement and revenue and shared results with leadership and key internal stakeholders.
- Implemented changes to the website based off insights and customer shopping patterns.
- Collaborated with other marketing channels (social media, mailers, circular, in-store signage, etc.) to create an omni-channel experience for customers.

● **SENIOR COMMUNICATIONS SPECIALIST, W. R. Grace**

JANUARY 2021 - JULY 2022

- Provided strategic communications support for key internal stakeholders including HR, IT, cybersecurity, learning and development, sustainability, and senior leadership.
- Successfully created and executed communications strategy for recruitment efforts in North America
- Served on communications workstream for two company acquisitions
- Managed company's social media accounts and editorial calendar
- Curated content across multiple digital platforms including social media, website, blog, and intranet
- Developed metric reports for communications channels and researched new, innovative methods to optimize communications efforts

● **COMMUNICATIONS CONSULTANT, NOVA CHEMICALS**

AUGUST 2017 - NOVEMBER 2020

- Developed strategic communications plans for internal client groups including HR, IT, operations, legal, and more.
- Served as Social Media Manager responsible for managing content calendar, creating digital campaigns, overseeing content contributors, and tracking metrics to ensure objectives and strategies were met.
- Wrote stories ranging from business updates to employee spotlights for company intranet.
- Created metric scorecards and tracked KPIs for internal and external communications channels to track effectiveness and provide recommendations to clients.
- Conducted research and internal audits to find creative ways to effectively engage all audiences and communicate key company messages.
- Served as Editor-in-Chief of monthly employee newsletter (reaching 4,000 employees) and leader newsletter (reaching 300 leaders).
- Produced communications playbook that outlined guidelines for all corporate communications tools and channels.
- Created, edited, and reviewed communications for corporate emails, announcements, and presentations.
- Assisted in the planning and execution of employee town halls for senior leadership.