

Zack Stahr

zackthehiker@gmail.com | 636-219-1377

EDUCATION

Bachelor of Science in Business Marketing | University of Missouri-St. Louis

September 2017 – December 2019

Minor in Media Studies, Certificate in Advertising, Certificate in Digital Marketing

Cumulative 3.7 Grade Point Average, Dean's List 2017-2019, Graduated Cum Laude

WORK EXPERIENCE

Manager, Regional Marketing | Live Nation Concerts

August 2023 – May 2024

- Served as lead marketer for concerts in 3,000-7,500 seat venues in St. Louis, Kansas City, and Springfield, MO.
- Developed end-to-end marketing plans from on-sale to close of every show, including paid ads and promotions.
- Communicated with agents and booking teams to ensure advertising plans met the needs of the artists.
- Worked with radio and media representatives to craft promotional giveaways for shows to gather excitement.
- Placed advertising with sales representatives on channels including radio, tv, billboards, digital, and more.
- Had ownership of over 50 shows during my tenure in 12 venues across 5 markets.

Manager, Campus Box Office | Lindenwood University

May 2021 – August 2023

- Led a high-volume box office team, selling tickets to theater, sporting, and campus events.
- Developed, executed, and oversaw internal and external communication strategies for ticketed events
- Created messaging and ensured that all communication materials were up to date and on-brand.
- Constructed events and sold tickets in AudienceView Campus CRM.
- Leveraged Adobe Creative Suite, HTML, and CSS to create a beautiful, clear, and functional website.

Communication Specialist | Element Church

January 2020 – May 2020

- Served as the primary communicator to the 4,000 weekly attendees at Element Church.
- Wrote compelling announcement scripts, blog posts, email newsletters, and Facebook posts.
- Managed a high-traffic Facebook page and high-volume Facebook groups, sending 21 posts per week.
- Ensured communications aligned with the overall marketing plan and brand standards.

OTHER EXPERIENCE

Station Manager | The U: UMSL Radio

May 2018 – May 2019

- Managed radio DJs and scheduled programming.
- Produced radio spots, including advertisements and public service announcements.
- Organized, promoted, and ran special events, including four concerts.

Eagle Scout | BSA Troop 957

SKILLS

- | | | |
|------------------------|---------------------|-------------------|
| • Adobe Creative Suite | • CRM Platforms | • Audio Recording |
| • Microsoft Office | • Email Marketing | • Video Editing |
| • AudienceView Campus | • People Management | • Photography |
| • WordPress | • Communication | • Email Marketing |
| • Social Media | • Policy Writing | • Blogging |
| • Google Analytics | • Graphic Design | • Copywriting |