

# Zack Stahr

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## Education

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### **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

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### **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

- 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.

### **Social Media Specialist** | Blanche M. Touhill Performing Arts Center

June 2019 – January 2020

- Managed social media campaigns, created artwork, and curated third-party content.
- Grew social media following during my time from 7,000 to 8,300.
- Created TV commercials and movie trailers for events using Adobe Premiere.

## Other Experience

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### **Station Manager** | The U: UMSL Radio

### **Eagle Scout** | BSA Troop 957

## Skills

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