

ERIC ZAGAR

411 E. Indian School Rd. #1032
Phoenix, AZ 85012

ECZagar@gmail.com
(623) 606-5533

PROFESSIONAL SUMMARY

Eric Zagar is a digital marketing professional with 5+ years of experience creating content, managing social media, producing video, and executing email marketing campaigns for nonprofit and performing arts organizations. Skilled in content strategy, analytics, website management, and multimedia storytelling with a passion for creating engaging digital experiences.

EXPERIENCE

Habitat for Humanity Central Arizona

Marketing Coordinator

05/24 – 06/26

- Produced photo and video content documenting home builds, family dedications, and community events for social media and organizational storytelling.
- Managed video projects from concept through post-production for internal and widespread company use, including social media content.
- Produced an 18-episode per season video podcast; including booking guests, managing filming, editing a coherent narrative, and selecting appropriate b-roll.
- Developed video and social best practices and strategies.
- Managed relationships with external vendors and Habitat partner families to support marketing campaigns and community storytelling.
- Designed and managed a companywide newsletter with a 60% open rate and high engagement.
- Designed digital graphics supporting social media, email marketing, and promotional campaigns.

The Phoenix Theatre Company

Marketing Associate + Videographer

05/21 – 10/23

- Developed social content and maintained a social calendar, increasing audience by 1/3 in a year.
- Generated analytic reports tracking company reach and engagement across Facebook, Instagram, and YouTube.
- Managed day-to-day operations of the company website, creating/editing content.
- Recorded and edited video content for social/email marketing.
- Liaised with external vendors.
- Designed digital graphics supporting social media, email marketing, and promotional campaigns.

Chandler Chamber of Commerce

Marketing Video Editor Intern,

08/20 – 01/21

- Edited, managed, uploaded, and monitored video feed of large events.

ERIC ZAGAR

411 E. Indian School Rd. #1032
Phoenix, AZ 85012

ECZagar@gmail.com
(623) 606-5533

- Created and ran Facebook event pages.
- Designed additional graphics.

ASU Gammage

Floor Manager,

8/15 – 5/19

- Managed front-of-house operations during live performances, balancing guest service, ticketing, accessibility services, and venue safety in a fast-paced environment.
- Assisted with corporate office reception and administrative support.

TECHNICAL SKILLS

- Adobe Creative Suite
- Asana
- Basecamp
- Canva
- Constant Contact
- CrowdTangle
- Final Cut Pro X
- MailChimp
- Meta Business Suite
- Microsoft Office Suite
- SproutSocial
- SpyFu
- TikTok
- Wix
- WordPress
- X

CERTIFICATIONS

Drone Pilot License – FAA
Email Marketing Certification – HubSpot
Google Analytics Individual Qualification – Google
Google Ads Video Certification – Google
Social Media Marketing Certification – HubSpot
Inbound Marketing Certification – HubSpot

EDUCATION

Master of Science in Digital Audience Strategies
Arizona State University, Tempe, AZ

08/20 – 8/21

Bachelor of Arts in Digital Film Production
Grand Canyon University, Phoenix, AZ

08/12 – 12/14