

Garrett Stroginis

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WORK EXPERIENCE

Parameter

April 2025 – Present

Marketing Specialist

Fort Collins, CO

- Oversaw paid social and geofencing digital advertising efforts, including campaign setup, optimization, and performance tracking.
- Monitored campaign performance, using insights to refine messaging and improve results over time.
- Managed organic and paid social content on LinkedIn, supporting broader marketing campaigns, product initiatives, and brand visibility.
- Partnered closely with sales, product, leadership, and external partners to develop, review, and publish accurate, on-brand social and campaign content.
- Helped support partner and channel marketing efforts through co-branded assets, social amplification, and event-related content.

Creative Center of America

Jan 2018 – April 2025

Marketing Manager

Kansas City, MO

- Managed digital marketing campaigns including social, search, geofencing, email, video, and retargeting.
- Presented campaign performance and insights to clients, translating results into suggestions for future strategy.
- Produced documentary for a \$4.9M capital campaign increasing nonprofit awareness and donor engagement.
- Created video tribute for The Donna Reed Foundation featured on *Turner Classic Movies* social media.
- Led 100+ multimedia projects across social, digital, and print channels for multiple nonprofits, corporations, artists, and writers.

Avant Food Media

Jan 2021 – Present

Marketing Consultant

Kansas City, MO

- Produced “TechTalk” social media video series working directly with world-wide clients and internal team.
- Designed digital display ads for magazine clients to generate trackable engagement and positive ROI.
- Developed email marketing campaigns and provided HTML troubleshooting.

American Society of Baking

July 2020 – Jan 2021

Integrated Marketing Communications Specialist

Kansas City, MO

- Developed digital marketing campaigns to drive membership/event registration for international BakingTECH conference, Baking Hall of Fame nominations, and National Product Development Competition awareness.
- Engaged nonprofit members and fulfilled sponsorships by planning and promoting virtual events through email marketing campaigns and social media advertising.

EDUCATION

University of Central Missouri

December 2021

B.S.B.A Marketing

Warrensburg, MO

- 3.4/4.0 GPA / Dean’s List

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Google Analytics; Grant Writing Essentials; Fundraising Essentials;

- **Skills:**

- *Technical:* Adobe Creative Suite, Microsoft Office, Canva, Davinci Resolve, MailChimp, Bloomerang, camera operation, video editing, web design/development, website SEO and copywriting
- *Marketing:* Google Ads, Meta Business Suite, e-mail marketing, social media management, strategic planning, project management, analytical reporting, customer support, admin support