

Garrett Stroginis

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WORK EXPERIENCE

Creative Center of America

Jan 2018 – Present

Marketing Manager

Kansas City, MO

- Led over 100 multimedia projects for multiple nonprofit clients, as well as artists, writers and creatives.
- Produced a short documentary video featuring a major donor for a \$4.9M capital campaign that resulted in increased public awareness and donor engagement for the nonprofit.
- Produced a video tribute for The Donna Reed Museum that was featured on *Turner Classic Movies* social media and helped cultivate relationships with donors and sponsors.
- Maintained client CRM databases and developed campaigns to grow leads and track results through analytics.
- Designed digital/print advertisements in 7+ publications, ensuring consistent branding and targeted messaging.

Avant Food Media

Jan 2021 – Present

Marketing Consultant

Kansas City, MO

- Produced “TechTalk” video series that features world-wide clients.
- Improved brand recognition using video and social media advertising to attract new sponsors.
- Designed print and digital ads for magazine clients to generate trackable engagement and positive ROI.
- Developed email marketing campaigns and provided HTML troubleshooting.
- Coordinated marketing materials for large-scale events, collaborating with cross-functional teams to ensure timely delivery and budget compliance.

American Society of Baking

July 2020 – Jan 2021

Integrated Marketing Communications Specialist

Kansas City, MO

- Engaged nonprofit members and fulfilled sponsorships by planning and promoting virtual events.
- Provided video programming for the Baking Hall of Fame and National Product Development Competition, collaborating with stakeholders to enhance donor and member participation.
- Managed organizational website content, social media strategy, and targeted email newsletters to drive membership growth and donor retention.

Kansas Scholastic Press Association

Aug 2017 – Jan 2018

Programming Assistant

Lawrence, KS

- As a member of the development team, planned and promoted a state-wide high school journalism conference.
- Designed and managed social media and website content for the nonprofit.

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:** Grant Writing Essentials; Fundraising Essentials; Google Analytics
- **Skills:**
 - *Technical:* Adobe Creative Suite, Microsoft Office, Canva, Davinci Resolve, MailChimp, Bloomerang, camera operation, video editing, web design/development, website SEO and copywriting
 - *Development:* donor/member events, donor presentations, event planning/management, database management, case statements, impact reports, e-mail marketing, social media management, analytical reporting, admin support
- **Interests:** film; live music; photography; traveling; sports; tech