

ZAHRIA SHEREE HART

Marketing & Communications • Brand Strategy • Digital Campaigns

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PROFESSIONAL SUMMARY

Marketing and communications professional who blends strategy, storytelling, creative execution, and data to build brands and grow audiences. Experienced leading multi-channel campaigns, shaping distinct brand voices, producing content, managing events, and using performance insights to guide decisions across restaurant, agency, nonprofit, and cultural brands.

WORK EXPERIENCE

Marketing Manager, Cunningham Restaurant Group, Indianapolis, IN • 01/2025 - present

Delivery Kitchen Marketing Manager, Cunningham Restaurant Group, Indianapolis, IN • 08/2024 - 01/2025

Originally hired to lead marketing for CRG's Delivery Kitchen, then promoted into a broader Marketing Manager role supporting multiple restaurant concepts across the portfolio.

- Manage marketing efforts for 6 restaurant concepts across 25 locations, each with a distinct brand identity and audience.
- Lead marketing for Bru Burger Bar's 17 restaurants, supporting brand consistency, promotions, seasonal campaigns, and community partnerships.
- Built the brand identity and copy voice for Shin Dig, developing playful messaging that differentiated it from other CRG concepts.
- Design and implement digital campaigns across email and SMS using Customer.io to deepen customer engagement and improve audience segmentation.
- Plan and execute events, including Blossoms in the Backyard, overseeing concept, vendor partnerships, creative direction, and on-site execution.
- Analyze customer data and sales trends using Empower Delivery Software to guide promotions and menu innovation.
- Partner with culinary and operations teams to align marketing initiatives with seasonal launches and operational needs.
- Oversee creative development of marketing assets, ensuring consistent messaging and brand identity across digital platforms.

Social Media Coordinator, Rare Bird, Inc., Carmel, IN • 07/2023 - 07/2024

- Developed and executed tailored social media strategies across multiple client accounts to increase brand awareness and audience engagement.
- Created and curated multimedia content to strengthen client storytelling and address content needs.
- Produced analytics reports to identify performance trends and inform strategic recommendations.
- Coordinated outreach campaigns to expand reach, strengthen online presence, and drive audience engagement.
- Maintained client communication and delivered monthly performance reports, supporting strong client relationships.

Social Media Manager, Pilgrim Missionary Baptist Church, Indianapolis, IN • 11/2022- 07/2023

- Designed and executed multi-platform social media strategies, increasing engagement and audience reach.
- Increased Facebook reach from 42,781 to 57,213 and Instagram reach from 216 to 5,923 during the measured period.
- Increased Facebook profile visits from 10,352 to 30,569 and Instagram profile visits from 1,224 to 2,648.
- Provided staff training on social media best practices.
- Measured performance and delivered regular reports on key social metrics.

Digital Media Intern, The Children's Museum of Indianapolis, Indianapolis, IN • 05/2022 - 08/2022

- Created social media content for museum platforms, including photography and video production.
- Supported influencer outreach and helped develop a tiered strategy to increase visibility.
- Assisted with web and social project management.

Social Media Strategist, Downing Interactive LLC, Carmel, IN • 05/2021-11/2021

- Researched personal branding opportunities and developed templates for client Instagram Stories and posts.
- Prepared content and strategies for new brand launches

Social Media Manager, Ashelie Nacole: Life Coach • 06/2021-10/2021

- Built and executed a multi-platform content strategy to maximize engagement.
- Scheduled and published multimedia content using social scheduling tools.

SKILLS

Marketing & Analytics

- Customer.io
- Social Media Analytics
- Campaign & Outreach Management
- Brand Strategy, Data-Driven Decision Making

Creative Tools

- Adobe Creative Cloud (InDesign, Photoshop, Lightroom Express)
- Canva, Capcut (Video Editing)
- Content Creation: Photography, Podcasting

Platforms & Tools

- Social Platforms: Instagram, TikTok, LinkedIn, YouTube, Twitter/X
- Meta Business Suite, LinkedIn/Facebook Boosting
- Figma (Intermediate), Microsoft Office

Professional Strengths

- Strategic Communication, Leadership, Adaptability
- Client Relations, Project Management, Content Creation

EDUCATION

Ball State University, Muncie, IN, Bachelor of Science in Communication

Concentration: Advertising (Emerging Media & Media Analytics), Cum Laude

HONORS & AWARDS

- **Minority Achievers Award**, 4-year, full-tuition scholarship, The Center for Leadership Development, Indianapolis, IN, 2019-2023
- **Best Student Podcast**, Culture, Crush, Podcast-Gold SPJ IndyPro, First Place, 2021
- **Dean's List**, Ball State University, 2019-2023