

Tara Ostromecky

PROFESSIONAL PROFILE

Detail oriented marketing major with a wide variety of skill sets. Highly motivated, hardworking and reliable individual with an entrepreneurial spirit. Excellent communication skills, fast learner, reliable, loyal, and organized.

EDUCATION

Bachelor of Science in Business Administration, Expected: May 2022

Nichols College, Dudley, MA

Major: Marketing

Overall GPA: 3.8

WORK EXPERIENCE

Owner June 2020 – Present

Wanderlust Vibes Designs (Remote)

Wanderlust Vibes Designs is a small business focused on creating graphic designs for business and personal uses.

- Designs logos, business cards, flyers, and brochures for clients and their businesses.
- Illustrates portraits and miscellaneous designs for customers.
- Increased sales and client base by 50% within the first six months by utilizing social media marketing techniques and networking.

Creative Marketing Specialist February 2020 – December 2020

RemodelWerks & Emily's Interiors, Shrewsbury, Ma

RemodelWerks and Emily's interiors are sister companies in the home improvement industry.

- Designed high resolution advertisements and graphics for magazine ads and social media posts.
- Managed and created email campaigns to announce important company updates to existing clients and reached out to potential clients.
- Communicated with potential and current clients from social media accounts and increased post outreach and content interactions by 25%.

Secretary & Social Media Marketing Content Creator September 2017 - Present

Jazziak's Dance School, Boylston, MA

Jazziak's is an innovative dance school that aims to balance fine-tuned, proper dance technique instruction. The company was voted Best of Massachusetts in 2016 and has been in the top three for best in health and fitness every year since.

- Responsible for managing all office tasks such as answering phone calls, processing payments, and inputting attendance for classes into the system.
- Provides support to parents and students when they are in need of assistance.
- Increased enrollment by 15% by creating inviting graphics for all social media pages.

VOLUNTEER WORK

Marketing Volunteer February 2020- January 2021

K9 Mission Inc, Shrewsbury, MA

K9 Mission, Inc. is a 501c3 - organization dedicated to changing the lives of Veterans by providing them with a professionally trained service dog.

- Designed brochures, flyers and social media graphics to spread the word about service K9s in need of donations to support their work with the community.
- Managed organization's social media pages and ran fundraising campaigns via Facebook.
- Created official paperwork for veterans applying for a service dog to fill out.

Graphic Design Volunteer August 2020

Project New Hope, Worcester, MA

Project New Hope is an organization that helps US veterans and their spouse or partner and children with addressing the challenges, fears and stigma that they face during and after military service.

- Designed a detailed brochure for the organization to be able to have something to handout to community members to spread the word about their mission and services.

SKILLS- Proficient in Microsoft Windows, Excel, PowerPoint, Word, GroupMe, Zoom, Microsoft Teams, Google Meet, Semrush, Webflow, MailChimp, Dance Studio Pro, Procreate and Adobe Apps (Illustrator, Acrobat, InDesign, Photoshop and Premier). Very experienced with graphic design & digital marketing.

PORTFOLIO LINK: www.behance.net/taraostromecky

References furnished upon request.