

Zac Bernauer

Creative Marketing & Communications | Audience Engagement & Brand Storytelling

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Professional Summary

I'm a brand strategist and storyteller who helps mission-driven and experience-based organizations connect with their audiences. I use creativity and data together to shape clear messaging, build campaigns, and design audience journeys that inspire action and loyalty. I believe strong marketing starts with helping people feel understood, and that recognition builds lasting relationships between audiences and the organizations they return to.

Work Experience

Communications Consultant | Missional Marketing (Remote) | June 2024 – Present

Audience Strategy & Measurable Growth

- Directed audience strategy for a community-focused nonprofit, using GA4 and CRM data to drive 16% increase in new visitors, 76% digital engagement platform adoption, and 900K+ impressions.
- Partnered with 200+ organizations to align messaging across digital and live experiences, strengthening clarity, engagement, and retention throughout the audience journey.

Campaign Development & Brand Positioning

- Led brand voice and positioning for an acquired company, managing internal rollout and external launch strategy to establish a unified identity and market presence.
- Pitched and produced creative direction for a national conference, crafting narrative, content systems, and visual identity that exceeded ticket goals by 26% while staying 12% under budget.

Team Leadership & Program Design

- Oversaw creative pipelines for 25+ clients, managing teams of 6-10 across design, video, writing, and project management using Asana and Salesforce.
 - Managed annual marketing budgets totaling \$50K+ while maintaining vendor relationships and ensuring brand consistency across all deliverables.
 - Designed cohort programs and workshops for 300+ communications professionals, improving messaging clarity, workflow efficiency, crisis response protocols, and audience engagement.
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Digital Marketing Manager | Missional Marketing (Remote) | May 2021 – June 2024

Strategy & Campaign Development

- Applied Google Analytics, Meta Business Suite, and CRM data to develop audience personas, map patron journeys, and identify engagement gaps, strengthening retention and long-term relationships.
- Built multi-channel marketing strategies that increased recurring revenue by 20% for nonprofit partners, leveraging targeted campaigns to grow participation and loyalty.

Budget & Creative Management

- Managed client marketing budgets ranging from \$3,000 to \$55,000 annually, optimizing spend across digital advertising and campaign execution.
- Collaborated with clients and production teams to ensure all marketing assets reflected authentic brand voice and visual identity.

Team Leadership & Client Relations

- Sustained 94% retention rate across 200+ partnerships while mentoring junior marketers in data-driven creative decisions.

Head Usher | Fabulous Fox Theatre | *January 2022 – October 2022* | St. Louis, MO

Operations & Team Coordination

- Coordinated volunteer teams and managed front-of-house operations, ensuring safety compliance and adherence to Actor's Equity guidelines.
- Maintained communication across production, maintenance, and security teams while providing detailed attendance and operational reporting.

Patron Experience & Brand Management

- Delivered experience-focused service at one of the country's most iconic theaters, creating memorable patron moments that contribute to audience loyalty and brand reputation.

Communications & Engagement Lead | Religious Organization | *June 2017 – May 2021*

Integrated Marketing & Brand Development

- Directed brand and marketing strategy across print, web, and in-person channels, creating communications systems that expanded reach and deepened audience connection.
- Increased engagement by 67% across seven platforms by shaping a consistent brand voice and producing targeted, audience-specific content.

Live Event & Digital Growth

- Promoted weekly events and seasonal programs, aligning multi-channel messaging to build anticipation and sustain audience growth.
- Improved brand cohesion and grew organic digital traffic by 84% through enhanced content quality, website development, and SEO.

Education and Certifications

Graduate Certificate in Arts Management (in progress) | NYU School of Professional Studies,
Expected May 2027

Master of Arts | Liberty University

Bachelors of Science | Lee University

Google Ads/Hubspot Certifications | Display Ads, Shopping Ads, Video Ads, Search Ads, Social Media