

JOELLE ZARNOWSKI

PROJECT MANAGEMENT

ABOUT ME

I am driven by a passion for strategic planning, storytelling, and uplifting others. I am committed to leveraging my skills to empower individuals and organizations to achieve their goals. Creative and detail-oriented, I thrive in fast-paced and collaborative environments where I can make a meaningful difference through the power of effective communication.

CONTACT



315-436-6925



jzarnowski@gmail.com



joellezarnowski.com

EDUCATION

LE MOYNE COLLEGE

Bachelor of Arts in Communications

Expected Graduation: May 2024

ONONDAGA COMMUNITY COLLEGE

Associate of Science in Human Services

Graduated in 2014

CERTIFICATIONS

NYS Notary Public Commission

Expires June 2028

AWARDS

LE MOYNE COLLEGE

Dean's List | Fall 2022, Spring 2023, Fall 2023

Fall 2023 Dean's Scholar

Tau Sigma National Honor Society

National Society of Leadership & Success

ONONDAGA COMMUNITY COLLEGE

President's List | 2013-2014

EXPERIENCE

COMMUNICATIONS & SOCIAL MEDIA SPECIALIST

Diocese of Syracuse | Syracuse, NY

November 2023 - Present

- Collaborate with internal teams and external stakeholders to ensure consistent messaging and branding across all communication channels.
- Provide training and support to staff on best practices for social media, website content, and communication strategies.
- Develop advertising plans tailored to each department's needs and goals.
- Effectively manage advertising budgets across multiple departments to maximize ROI and achieve strategic communication objectives.
- Manage website content, ensuring accuracy, relevance, and accessibility for 6.5k average monthly users
- Manage day-to-day operations of 11 social media channels to engage existing followers; increasing followers by 2% across all channels in 30 days.
- Design and execute email marketing campaigns to communicate with various stakeholders; maintaining an average 45% open rate and 5% click-through rate over 2 months.
- Create and curate engaging content including graphics, videos, and written posts to promote events, announcements, and diocesan initiatives.

COMMUNICATIONS COORDINATOR

Liverpool Catholic Community | Liverpool, NY

November 2021 - Present

- Manage development, design and launch of new website and rebranding project in collaboration with appointed committee members.
- Manage website content; averaging 1.5k users per month and achieving top organic search results on Google.
- Develop social media strategies to engage and grow audience on Facebook; increasing followers by 83% and post engagement by 700% over six months.
- Develop new email campaign strategy to engage current and prospective parishioners; increasing subscribers by 374% and maintaining an average 75% open rate and 18% click-through rate over six months.
- Develop comprehensive advertising plans and allocate resources to optimize reach and engagement.
- Efficiently manage advertising budget to maximize ROI and achieve strategic communication objectives.
- Develop and execute SOP's across all workflows to consistently ensure successful outcomes across projects.
- Design and create visual assets for print and digital marketing materials.

SKILLS

Adobe Creative Suite
Buffer (Social Media Marketing Software)
Canva
Google Analytics
Google Workspace
Hive (Project Management Software)
Instagram
LinkedIn
Mailchimp
Meta Business Manager
Microsoft Access
Microsoft Office Suite
Strategic Planning
Time Management
Training & Development
Wix Website Builder
Wordpress

SAFE ENVIRONMENT PROGRAM COORDINATOR

Diocese of Syracuse | Syracuse, NY

February 2020 - July 2022

- Developed email campaign strategy focused on engaging program site coordinators; increasing engagement by 52% and maintaining an average 83% open rate.
- Created visual assets for print and digital marketing materials.
- Assisted Director with oversight and operation of the Safe Environment Program; developed SOP's to ensure efficient site compliance monitoring.
- Monitored site compliance by generating, analyzing, and distributing bi-annual reports to all 185 diocesan entities.
- Processed criminal background checks via third-party agency and maintained database of over 55,000 records for all employees/volunteers.
- Facilitated Safe Environment training sessions for diocesan employees and volunteers both in-person and online.

DIRECTOR OF COMMUNICATIONS

St. Mary of the Assumption Church | Baldwinsville, NY

December 2014 - April 2020

- Developed social media strategies for Facebook and Instagram which resulted in growth of followers by 100% within first 60 days.
- Developed and distributed email campaigns resulting in increased event attendance by 15% within the first 90 days.
- Developed and implemented online registration form resulting in an increase of monthly parish registrations by 150%.
- Consistently met strict publication deadlines for weekly bulletins.
- Analyzed and tracked data for social media, website, and email campaigns.

RISO-HUDSON ENNEAGRAM TYPE INDICATOR

Enneagram Type	Score
Type 2, The Helper	24
Type 6, The Loyalist	23
Type 4, The Individualist	16
Type 3, The Achiever	16
Type 1, The Reformer	16
Type 8, The Challenger	15
Type 9, The Peacemaker	12
Type 5, The Investigator	11
Type 7, The Enthusiast	11

As an Enneagram Type 2, my strength lies in my innate ability to empathize deeply with others and anticipate their needs. I thrive in nurturing and supporting roles, finding fulfillment in offering assistance and care to those around me. With a natural intuition for understanding emotions, I excel in creating warm and welcoming environments where people feel valued and appreciated. My genuine desire to help others often manifests in my strong communication skills, as I am adept at listening attentively and providing comforting and supportive guidance. I take pride in my capacity to foster meaningful connections and build lasting relationships, drawing on my empathy and compassion to uplift those around me.

