

ZAHRIA FREEMAN

Marketing & Communications • Brand Strategy • Digital Campaigns

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PROFESSIONAL SUMMARY

Marketing manager blending brand strategy, digital campaigns, experiential marketing and performance analytics across multi-location restaurant brands. Experienced taking initiatives from concept through execution across email and SMS, web experiences, loyalty marketing, events, content and cross-functional operations. Known for pairing creative direction with data to build clearer brands, stronger guest experiences and measurable response.

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, including lead marketing responsibility for Bru Burger Bar's 17 restaurants.
- Executed 20 reported email campaigns totaling 796,312 sends in 2026; four featured campaigns generated approximately 78,545 opens and 4,851 clicks across 320,459 sends.
- Collaborated with IT to launch a VIP Rewards QR initiative on restaurant receipts, generating 10,865 total scans and 10,052 unique scans from May 1 through October 25, 2026.
- Directed CRG's 2026 Holiday Locations & Hours and Holiday Gift Card web experiences in BentoBox, using custom HTML, CSS and JavaScript with AI-assisted coding support to improve hierarchy, responsiveness and guest usability.
- Developed a proposed BRU Burger brand guide that received executive approval and began rolling the refreshed direction into guest-facing email creative.
- Plan and execute experiential marketing, including BUTTER 2026 and Blossoms at the Backyard, spanning creative assets, guest communications, vendor coordination and on-site execution.
- Built Shin Dig's brand voice and campaign messaging, and use customer data, sales trends and campaign performance to guide promotions and marketing decisions.

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 multimedia content, produced analytics reports and translated performance trends into strategic recommendations.
- Coordinated outreach campaigns, client communications and monthly reporting to strengthen online presence and client relationships.

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

- Led multi-platform social strategy and staff training, 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.

ADDITIONAL EXPERIENCE

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

- Created social content including photography and video, supported influencer outreach, and 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 social templates and launch strategies for client brands.

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

- Built and executed a multi-platform content strategy and scheduled multimedia content across social channels.

SKILLS

Marketing & Analytics

Email Marketing • SMS Marketing • Customer.io • Campaign Analytics • Social Media Analytics • Loyalty Marketing • Experiential Marketing • Brand Strategy • Data-Informed Decision Making

Digital & Web

BentoBox • HTML/CSS • JavaScript (working knowledge) • Responsive Web Content • Customer Journey/CRM Campaigns • Eventbrite • Google Sheets

Creative Tools

Adobe Creative Cloud (InDesign, Photoshop, Lightroom Express) • Canva • CapCut • Photography • Video Content

Platforms & Collaboration: Instagram • TikTok • LinkedIn • YouTube • X • Meta Business Suite • Microsoft Office • Cross-Functional Project Management

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