

# Jeremy Zabarsky

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## Summary

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Dynamic and results-driven professional with extensive experience supporting strategic communications and marketing efforts for advocacy campaigns and global initiatives. Proven ability to coordinate high-impact projects, including a U.S. government-funded malaria prevention campaign across 21 countries, produce marketing and sales collateral, oversee video, newsletter, and story production, and interpret data to drive informed decisions. Skilled in creating and initiating website redesigns, content strategy development, and user experience optimization. Professionally speaks Spanish, Portuguese, French, Italian, and basic Turkish.

## Areas of Expertise

- Strategic Communications
- Public Relations & Marketing
- Project Management
- Partnership Engagement
- Storytelling & Narrative Crafting
- Content Creation
- Data Analytics & Reporting
- Global Health & Market Analysis
- Multi-Language Translation

## Technical Skills

- Salesforce
- Canva
- Microsoft Office
- Google Suite/Analytics
- Wordpress
- Mailchimp
- Hootsuite
- Monday.com
- Adobe Suite

Communications Specialist for the PMI Evolve Malaria Project, Abt Global, Rockville, MD

Aug 2023 — May 2025

- Produced data-driven insights, and marketing and communication campaigns from concept to execution including creating 42 one-pagers with country program and leadership information for the project website and 20+ presentations for major global conferences and project trainings with Canva. As well, oversaw the on-site video production for a U.S. government healthcare campaign with multilateral partners in Madagascar delivering compelling and brand-aligned content.
- Developed regional marketing and campaign engagement strategies across 21 countries in Africa and Asia such as in Uganda under a tight deadline of five hours reviewing, designing, and editing 90 pages worth of marketing collateral for a healthcare campaign to drive culturally relevant engagement and trust in local and national governments leading to an over 80 percent acceptance rate protecting over 14,000 people.
- Leveraged strong writing and editing skills and adapted strategies to country-specific requirements to deliver weekly, monthly, and ad hoc newsletters and narratives by interviewing government officials such as a vice mayor, presidential appointee, and project leaders to meet project KPI's in alignment with a structured editorial calendar. Also supported PMI Evolve project social media accounts using Hootsuite.
- Worked cross-functionally with partner organizations to create promotional content including emails and social media posts and select panel speakers to organize and host two international webinars of over 100 participants.
- Orchestrated the rebranding, redesign, and implementation of the PMI Evolve project website in under three months. This included merging existing content, designing and performing A/B testing on landing pages, and testing website functionality in compliance to project and government guidelines for branding and high UX standards.
- Managed platform health and daily operations of the PMI Evolve website at an administrator level utilizing CMS tools such as Wordpress and AI to optimize website content and create new pages to upload posts as well as edit photos. Developed training materials as well to train and guide team members on best practices to navigate the website.

Customer Experience/Communications Intern, The Port Authority of New York and New Jersey, New York, NY

Jun 2022 — Aug 2022

- Supported internal communications and help desk support by responding to tickets via Microsoft Sharepoint, CRM management platforms including Salesforce, and direct outreach via telephone. A priority KPI required a maximum two hour response time across all eight transit hubs, serving 232 million annual customers.
- Conducted in-depth data analysis to create charts, presentations, and spreadsheets outlining departmental budgets and lost toll payments utilizing Salesforce and Microsoft Excel to produce reports presented to Port Authority leadership to show the benefits of a toll recovery pilot program identifying over two million dollars in potential revenue and put into action by the Port Authority Executive Director.

- Revamped the customer experience manual with a new design and updated language, conducting A/B testing through employee surveys to evaluate clarity and effectiveness. Implemented the most impactful version to provide clear, consistent guidance for 1,000+ employees, strengthening cohesion and stakeholder alignment across transportation hubs serving 232 million annual customers.
- Led thorough checks of the Port Authority website against competitor websites. Created surveys while collaborating with marketing teams to identify platform enhancement opportunities based on user feedback and operational insights.

Public Relations/Marketing Intern, Light of Gold PR, New York, NY

Jan 2022 — Apr 2022

- Managed company relations interacting daily with clients and potential customers managing client engagement and contact to answer any questions, address concerns, and set up initial consultation calls to ensure customer success. Logged company and customer data and schedules on Monday.com.
- Assisted in project management efforts for an annual company event. This included venue and catering selection, managing contracts and payments, and collaborating with design teams to create promotional content and event collateral.
- Designed and launched a website for an account using Canva, SEO, and paid ads for enhanced engagement.

## Education

B.A. in Media & Communications, Minor in Spanish – Drew University, Madison, NJ