

Vito Sauro

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PROFESSIONAL SUMMARY

Marketing and communications leader with 10+ years of experience in public engagement, digital strategy, and cross-sector collaboration across education, nonprofit, and civic organizations. Skilled in leading outreach campaigns, managing communications projects, and crafting inclusive messaging that builds trust with diverse audiences. Proven ability to lead initiatives, manage budgets and teams, and drive community-centered storytelling.

WORK EXPERIENCE

Airo Marketing

2023 – Present

Marketing Manager

St Paul, MN

- Manage projects involving external affiliate partners, freelance writers, web designers, and SEO specialists.
- Utilize software solutions (Buffer, Meta, GA4) to measure, analyze, and refine marketing and communications.
- Oversee content creation, including blog **articles**, landing pages, ad copy, **email** sequences, and calendars.
- Develop comprehensive marketing and communication strategies **focused on engagement** and brand clarity.
- Responsible for allocating a yearly **budget of 10M dollars** across dozens of channels and partnerships.

St Paul Academy and Summit School

2016 – 2023

Director of Auxiliary Programs

St Paul, MN

- Collaborated with operations and administrative leadership to drive the **launch of over 20 new programs**.
- **Supervised a team of 20+ staff**, providing mentorship, training, and professional development opportunities.
- Managed and expanded program budgets, **tripling enrollment** and significantly enhancing program offerings.
- Strengthened program structures to ensure high-quality, mission-aligned enrichment experiences for students.

University of St Thomas

2013 – 2016

Office Manager

St Paul, MN

- Acted as a **liaison for city staff** to maintain current information on programs, policies, and procedures.
- Led the planning and execution of bi-monthly community events, **increasing student participation by 75%**
- **Facilitated focus groups** to assess program effectiveness, directly influencing policy changes and initiatives.

TECHNICAL PROFICIENCIES

Digital Platforms Microsoft Office Suite, Google Suite, ArcGIS,

Analytics & SEO Google Analytics, Statistical Package for Social Sciences (SPSS), SQL Server (SSMS)

Design & Creative Canva, Adobe Suite (InDesign, Premiere, Illustrator, Photoshop)

Survey Providers Qualtrics, SurveyMonkey, Google Forms

Email Distribution Hubspot, MailChimp, Keap/Infusionsoft

Social Media Tools Meta Business Suite, Buffer, HubSpot, HootSuite

COMMUNITY INVOLVEMENT

District 6 Council

2020 – 2023

Chair of the Board

25,000 Residents

- Elected Chair of a nonprofit serving one of Saint Paul's largest and most racially and culturally diverse districts.
- Facilitated executive board meetings, strategic planning sessions, and monthly community roundtables.
- Directed **allocation of over \$2M** in grant funding to support local businesses and community initiatives.

St Paul Board Game Group

2015 – Present

Founder & Organizer

10,400 Members

- Founded a community coalition that hosts board game events at dozens of St Paul businesses and public spaces.
- Personally organized and **facilitated over 350 events**, cultivating a consistent, inclusive, social environment.
- Grew a community of **10,400 members** via inclusive events, committed partnerships, and consistent outreach.

FORMAL EDUCATION

University of St Thomas

June, 2016

Bachelor's Degree (Psychology & Family Studies)

St Paul, MN

Cum Laude | Dean's List | Tommie Award Nominee | Newsroom Intern | Student Body Representative

PROFESSIONAL DEVELOPMENT

Parks & Recreation Commission — Committee Member

2024 – 2025

FEMA Coursework — IS-240.C: Leadership and Influence

2024 – 2025

FEMA Coursework — IS-244.B: Developing and Managing Volunteers

2023 – 2024

ISACS Regional Conference — Independent Schools Association of the Central States

2020 – 2023

Developing Leaders Task Force — St. Paul Academy and Summit School

2019 – 2021

Developmental Designs — The Origins Program

2016 – 2023

SPA Diversity Forum — Courageous Conversations About Race

2016 – 2023

ISACS Committee Chair — St. Paul Academy and Summit School

2018 – 2019

MAIS Conference — Minnesota Association of Independent Schools

2017 – 2019

Orientation & Retention Internship — University of St Thomas

2015 – 2016

NODA Conference — Association for Orientation, Transition, and Retention

2015 – 2016