

ZOE ZINDASH

SOCIAL STRATEGIST AND ART DIRECTOR

CONTACT

zoe.zindash@gmail.com
Portfolio: www.zindashstudios.com
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EDUCATION

Savannah College of Art and Design,
Savannah GA

Major,
**BFA in Social Strategy and
Management**

Minor,
Advertising for Art Direction

SKILLS

Professional

Social Media Marketing
Social Media Management
Strategy Development
Market Research
Campaign Ideation
Content Strategy
Static and Video Content Creation
Analytics Reporting
Keyword Monitoring
SEO
Art Direction
Photo Editing
Video Editing

Software

Adobe Illustrator
Adobe Lightroom Classic
Adobe InDesign
Adobe Acrobat
Adobe Photoshop
Adobe Premiere Pro
Adobe After Effects
Adobe XD
Microsoft Word
Microsoft Powerpoint
Microsoft Excel
Final Cut Pro

CERTIFICATIONS

Marketing Foundations
UX Foundations: Content Strategy
UX Foundations: Story Telling
Marketing Research Foundations
Content Creation: Strategy and Tools
Marketing on LinkedIn

WORK EXPERIENCE

Freelance Social Strategist,

Remote
June 2023 - Present

- Study analytics and advise clients on best practices to reach their audience
- Direct content for appropriate social media channels
- Produce branded digital assets for company advertising

Freelance Automotive Content Creator,

Gaithersburg, MD / Savannah, GA
February 2020 - Present

- Travel and locate unique settings for each vehicle
- Direct subjects in low and high speed environments
- Capture and deliver high-quality, edited content of cars, motorcycles, and motorbikes

Design Lead in SCADpro and BMW Collaboration,

Savannah, GA
March 2024 - May 2024

Lead the design team for a BMW Mixed Reality Campaign.

Zumiez Second Assistant Manager,

Savannah, GA
November 2021 - June 2022

- Coached Sales Associates on floor coverage and customer interactions to increase sales
- Promoted a positive, customer-oriented retail experience through empathetic listening and personable demeanor
- Maximized sales results through effective merchandising and operations

Second Assistant Wedding Photographer,

Savannah, GA / Hilton Head, SC
September 2021 - December 2021

- Photographed bridesmaids and groomsmen for multiple weddings
- Coordinated shot lists with primary photographer to ensure coverage of entire event
- Adapted in real time to a high-stress environment
- Edited photos in post-production using Adobe Lightroom