

Zoë Zindash

ART DIRECTOR AND SOCIAL STRATEGIST

zoe.zindash@gmail.com

Portfolio: [ZINDASH STUDIOS](#)

LinkedIn: Zoe Zindash

EXPERIENCE

Freelance Social Strategist

Remote

JUNE 2023 - PRESENT

- Assess social media presence to advise on best practices for SEO and locating target customers
- Analyze social media performance metrics to develop data-driven strategic recommendations
- Create engaging content tailored to various social media platforms
- Produce branded digital assets to support company advertising

Freelance Automotive Content Creator

Gaithersburg, MD / Savannah, GA

FEBRUARY 2020 - PRESENT

- Ideate impactful compositions tailored to each subject
- Scout ideal locations for engaging visual content
- Direct subjects in both low and high-speed environments to achieve optimal results
- Capture and deliver high-quality, edited content of cars, motorcycles, and motorbikes

Social Strategist at SternRep

Remote

OCTOBER 2024 - FEBRUARY 2025

- Scheduled posts on Later for optimized timing and engagement
- Crafted strategic captions and hashtags to enhance SEO and messaging
- Designed reels, posts, and stories that aligned with brand identity
- Developed email campaigns on HighLevel for marketing outreach
- Studied analytics monthly to refine strategies and drive impact

Design Lead in SCADpro and BMW Collaboration

Savannah, GA

MARCH 2024 - MAY 2024

- Lead designer for a BMW Mixed Reality Campaign.
(Signed an NDA; able to provide further detail in person)

EDUCATION

Savannah College of Art and Design, Savannah GA

Major: BFA in Social Strategy and Management

Minor: Advertising for Art Direction

PROFESSIONAL SKILLS

Social Media Strategy
Social Media Management
Art Direction
Digital Content Creation
Content Strategy
Campaign Ideation
Search Engine Optimization (SEO)
Keyword Monitoring
Data Analysis
Copywriting for Social Media
Email Marketing Strategy & SEO
Photo Editing
Video Editing
User Experience (UX) Design

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
HighLevel
Direct Mail