

CONTACT

zoe.zindash@gmail.com
Portfolio: www.zindashstudios.com
LinkedIn: Zoe Zindash

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

Software

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

CERTIFICATIONS

Marketing Foundations
UX Design: Creating Personas
UX Foundations: Content Strategy
UX Foundations: Story Telling
Marketing Research Foundations
Animation for Social Media
Content Creation: Strategy and Tools
Marketing on LinkedIn

ZOE ZINDASH

SOCIAL STRATEGIST AND ART DIRECTOR

WORK EXPERIENCE

Social Strategist at SternRep,

Remote
October 2024 - Present

- Conceptualize appropriate strategy for various channels
- Monitor and analyze social media metrics
- Manage social media content and distribution
- Compose email graphics for communication via Direct Mail

Freelance Social Strategist,

Remote
June 2023 - Present

- Analyze social media performance and provide strategic recommendations
- Craft content for appropriate social media channels
- Produce branded digital assets for company advertising

Freelance Automotive Content Creator,

Gaithersburg, MD / Savannah, GA
February 2020 - Present

- Ideate unique compositions based on each subject
- Scout appropriate locations for visual content
- 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 designer for a BMW Mixed Reality Campaign.
(Signed an NDA; able to provide further detail in person)

Zumiez Second Assistant Manager,

Savannah, GA
November 2021 - June 2022

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