

ZOE HAMBLEY

MARKETING & DIGITAL MEDIA SPECIALIST

@zoe_hambley 

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www.ZoeHambley.com 

Creative and detail-oriented multimedia designer with over five years of experience in graphic design, video production, and marketing. Highly adept with programs in Adobe Suite, such as InDesign, Illustrator, Premiere Pro and Photoshop. Extensive experience executing digital marketing plans via social media content and promotional ads.

Visit my online resume and portfolio at www.zoehambley.com

CONTACT

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Charlotte, NC.

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EDUCATION

B.A. Journalism and Communications

The University of North Carolina at Chapel Hill

AUG 2017 - MAY 2021

SKILLS

Graphic Design

Copywriting

Videography

Motion Graphic Design

UX/UI Design

Typography

Social Media Marketing

Email Marketing

Project Management

Print and Packaging Design

Tradeshow/Event Production

Time Management

TECHNICAL

Adobe Creative Cloud

Meta Business Suite/Hootsuite

Wordpress and Wix

Microsoft Office

Mailchimp

Google

EXPERIENCE

MARKETING & DIGITAL MEDIA COORDINATOR FEB 2022 - PRESENT

KURZ TRANSFER PRODUCTS

- Manage the social media pages with over 50k followers on all platforms, while increasing engagement. Produce all content to be shared on social channels.
- Produce marketing and design campaigns to share through social media, email marketing, presentations, and the website.
- Develop digital and print asset management with a focus on graphic design and user experience website design. Additionally, design all informational literature for event marketing.

MARKETING & VIDEO MANAGER (CONTRACT) APRIL - NOV 2021

SCOUTS BSA: PHILMONT SCOUT RANCH

- Led Marketing & Photo Services team to produce video, photo, and graphics content to be shared on all channels.
- Managed social media pages with over 100K followers on LinkedIn, Instagram, YouTube, Twitter and Facebook, resulting in a 15% increase in follower count through innovative marketing strategies, graphic design, video production and targeted campaigns.

COMMUNICATIONS INTERN JAN - MAY 2021

RESOURCES FOR THE FUTURE

- Designed graphics, presentations, and InDesign documents for RFF's environmental advocacy campaigns.
- Distributed daily email marketing campaigns through Mailchimp with the support of the Director of Communications.
- Utilized Wordpress to update, design, and improve the functionality of the website.

GRAPHIC DESIGN COORDINATOR AUG 2019 - MAY 2021

CAROLINA UNION: COMMUNICATIONS AND CREATIVE SUITE

- Designed graphics, social media posts, ads, brochures, and all other branding materials for multiple sub-brands under the Carolina Union.
- Maintained the social media calendar for the graphics content posts.
- Created design and branding guides for multiple UNC events and organizations.

GRAPHIC DESIGN EDITOR/STAFF AUG 2017 - MAY 2021

UNC: COULTURE MAGAZINE

- Designed spreads for the print magazine and graphics for the social media channels while ensuring visual brand standards.
- Managed a team of 12 designers and oversaw the creation of a 90-page publication issued twice a year, from concept to print.