



ZOE SHERLOCK  
PORTFOLIO

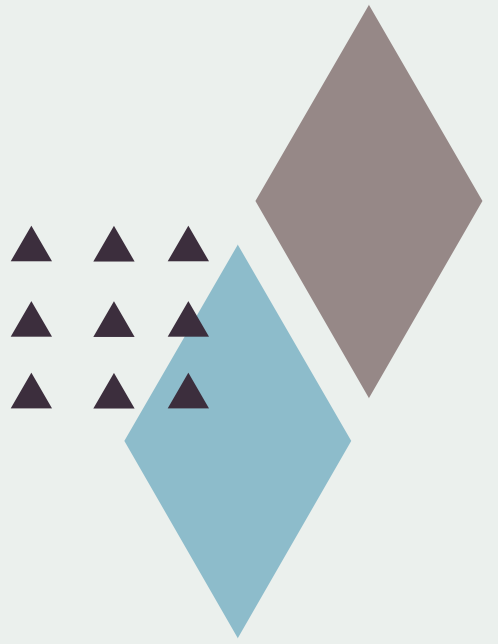


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# ZOE SHERLOCK

COMMUNICATION IS KEY

## CONTACT

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zoeshherlock.com

## SKILLS

- HeyOrca
- Canva
- Sprout Social
- Teamwork
- Slack
- Sked Social
- Squarespace
- Conversational Spanish
- Hootsuite
- Marketing Campaigns
- Social Media
- Analytics

## ACHIEVEMENTS

- Created and put into effect a campaign for Habitat for Humanity.
- Selected to present at the 2019 Council for Undergraduate Research Conference.
- Completed a comprehensive strategic communication plan for Georgia Youth Challenge Program. Plan was selected as first choice by client.

## REFERENCES

AVAILABLE UPON  
REQUEST

## EDUCATION

### GEORGIA COLLEGE & STATE UNIVERSITY

2016 - 2020 | Bachelor of Arts  
Major in Communication, Minor in Spanish  
Dean's List  
Zell Miller Scholarship Recipient  
Summer Abroad in Madrid, Spain

## EXPERIENCE

### IMAGINE MEDIA CONSULTING

*Social Media Ambassador | May 2020 - Present | Atlanta, GA*

- Scheduling posts
- Community management
- Pulling content and creating graphics
- Writing blogs
- Creating and executing campaigns

### HABITAT FOR HUMANITY

*Strategic Coordinator | Jan 2020-May 2020 | Milledgeville, GA*

- Created crisis communication plan for COVID-19
- Assisted with social media planning
- Researched demographics and psychographics

### GEORGIA COLLEGE MUSIC DEPARTMENT

*Practicum Student | Aug 2019-Dec 2019 | Milledgeville, GA*

- Created and edited social media videos and posts
- Managed social media accounts and scheduled posts
- Analyzed Hootsuite analytics

### JIMMY JOHN'S

*Manager | May 2018-Dec 2019 | Milledgeville, GA*

- Oversaw staff, opened and closed store
- Balanced the register and made deposits
- Prepared ingredients and served customers

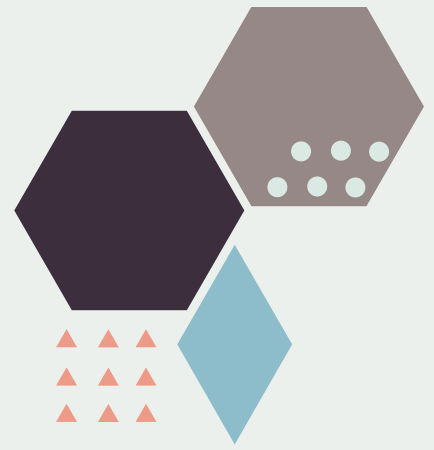
### GEORGIA COLLEGE NEWSPAPER

*Practicum Student | Jan 2019-May 2019 | Milledgeville, GA*

- Interacted with and maintained relationships with clients
- Sold advertisements for the GCSU newspaper

[Download Here](#)

# References



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## **CHEA CLIATT**

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## About Me

### Zoe Sherlock

My name is Zoe Sherlock and I am a recent grad from Georgia College & State University. I graduated in May 2020 with a Bachelor of Arts in Mass Communication and a minor in Spanish.

Currently, I am working as a Social Media Ambassador for Imagine Media Consulting, where I work closely with the account team and clients to help manage social media accounts. I also have experience as a Strategic Coordinator for Habitat for Humanity, where I wrote press releases,

developed marketing strategies and created a crisis communication plan for COVID-19.

In Spring of 2019, I delivered a panel at the National Council on Undergraduate Research and created a strategic proposal for the Georgia Youth Challenge Program.

In addition to my professional endeavors, I like to spend my time painting, playing piano or being outdoors.



**GEORGIA YOUTH  
CHALLENGE PROGRAM  
PROPOSAL**

MAY 2019

# ACDZ COMMUNICATIONS

THIS STRATEGIC PLAN IS PRESENTED TO:  
THE GEORGIA YOUTH CHALLENGE PROGRAM  
MAY 2019



Prepared by: Zoe Sherlock,  
Catherine Dale,  
Anna Nowak,  
Daniella Thomas  
  
Approved by: Jack Karlis



**HABITAT  
FOR  
HUMANITY**  
2020 REPORT

**PREPARED BY**

<i>Sydney Weissman</i>	<i>Alex Bradley</i>
<i>Doug Keim</i>	<i>Sam Jordan</i>
<i>Zoe Sherlock</i>	<i>Gabe Deal</i>
<i>Lexie Reed</i>	<i>Jamie Hood</i>

**HABITAT FOR  
HUMANITY PROPOSAL**



**Crisis Communication Plan**

**Habitat for Humanity**  
**Revised: May 2020**

**COVID-19 CRISIS**  
**COMMUNICATION**  
**PLAN**



Contact: Zoe Sherlock  
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Email: zoesherlock24@gmail.com

FOR IMMEDIATE RELEASE  
November 20, 2019

**CREATIVE WRITING PROFESSORS TO READ  
BEST SELLERS ON CAMPUS**

MILLEDGEVILLE, GA – Jason Allen, author of *The East End*, and Peter Selgin, author of *The Kuhreihen Melody: Nostalgic Essays*, will read their novels at a Georgia College event. Both of the authors are creative writing faculty members at the university.

Based in the Hamptons, *The East End* consists of murder, addiction and the clashing of the lower and upper classes. Allen drew from his own experience as lower class in the Hamptons in writing the novel. In addition, it may become a TV mini-series.

"My background was a lot like the teenaged character, Corey, who is a working class kid in the Hamptons who longs to be somewhere else, to escape the island. My friends and I were the creative misfits, most of us from broken homes, and we all worked long hours for the rich. We rewarded ourselves most nights with heavy drinking and a variety of drugs. We also developed strong opinions about class, that's for sure," said Allen.

Peter Selgin also draws on childhood experience in his book about the phenomenon of nostalgia, *The Kuhreihen Melody: Nostalgic Essays*. The book is nonfiction and consists of 15 essays.

Selgin received the Flannery O'Connor award for fiction in 2007 and the William Faulkner Prize in 2011.

"What great fiction does, what it's supposed to do, is get at the meaningful essence of things; not through "facts" as much as through particulars, by describing specific yet universal and showing us, through vivid descriptions, in Flannery O'Connor's words," said Selgin in an interview with Derek Alger.

The reading will take place at 7 p.m. on January 14 on the Georgia College campus.

**GEORGIA COLLEGE**  
**PRESS RELEASE**



Contact: Zoe Sherlock  
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FOR IMMEDIATE RELEASE  
September 6, 2019

**LUCKY CHARMS RELEASES NEW MARSHMALLOW  
FOR THE FIRST TIME IN 10 YEARS**  
The New Magical Unicorn Marshmallow Replaces the Hourglass Marshmallow.

MINNEAPOLIS – For the first time in 10 years, Lucky Charms has switched up its staple breakfast cereal by replacing one of the beloved marshmallows. Instead of the gold hourglass, cereal lovers will now find the new blue and purple unicorn.

Because Lucky Charms is loved by kids all around the world, the company took a new approach by letting kids be the ones to design and create the new marshmallow. "They spoke, and after hearing their love for the magical unicorn, we listened," said Josh DeWitt, marketing manager of Lucky Charms.

Giving the children the freedom to be a part of the decision making process is what makes the Lucky Charms brand so magically delicious.

"Our goal is to not only create a cereal that families and cereal fans will love and enjoy, but to inspire magical possibilities and help spark imagination and fun no matter what the age," said Josh DeWitt, marketing manager of Lucky Charms.

Lucky Charms is made with whole grain as the first ingredient, giving kids not only a magically delicious taste, but also 12 vitamins and minerals, and a good source of calcium.

While Lucky Charms and General Mills are appreciative of all the golden hourglass marshmallow has done for the company, it's time to look toward a brighter, bluer and purpler future.



**LUCKY CHARMS**  
**PRESS RELEASE**

## RADIO PSA PRODUCTION SCRIPT

Zoe Sherlock  
 Title: Book Reading with Jason Allen  
 Client: Jason Allen  
 Length: 1 minute 30 seconds  
 Air Dates: January 1 - January 14

ANNOUNCER:	Addiction, Murder. And the clash of the lower and upper classes. Jason Allen's upcoming novel "The East End" features a combination of all three.
JA:	"I wanted to tell a story that took place where I grew up. In the entire world there may not be another 5-square-mile area of income disparity like the Hamptons."
ANNOUNCER:	Author Jason Allen, faculty member at Georgia College and State University, will be reading his book, which might become a television mini-series, at an upcoming event.
JA:	"My background was a lot like the teenaged character, Corey, who is a working class kid in the Hamptons who longs to be somewhere else, to escape the island. My friends and I were the creative misfits, most of us from broken homes, and we all worked long hours for the rich. We rewarded ourselves most nights with heavy drinking and a variety of drugs. We also developed strong opinions about class, that's for sure."
ANNOUNCER:	Georgia College is hosting the reading, along with a reading from Peter Selgin, on January 14 at 7 p.m. The location is TBD on the Georgia College Campus.

## RADIO PSA

## ART OF CHOCOLATE MEDIA ADVISORY

To: [JaneQReporter@newspaper.com](mailto:JaneQReporter@newspaper.com)

Subject: Media Advisory: Art of Chocolate news conference

### ART OF CHOCOLATE MEDIA ADVISORY

For Immediate Release  
 Nov. 22 2019

#### Final Annual Art of Chocolate Event

- What:** Child Enrichment Inc. will host their last Art of Chocolate Event, a black tie optional event raising money for the Child Enrichment Inc. charity, at 7 p.m. on Sep. 28.
- Who:** The organization hosting the event is Child Enrichment Inc., which supports the prosperity and enhancement of the lives of abused and neglected children. The organization holds multiple fundraisers a year, including the Cookin' for Kids Oyster Roast, which raise money for the charity.
- Where:** The event will be held at the Doubletree Hotel in Augusta, Georgia, located at 2651 Perimeter Pkwy. The Doubletree Hotel includes lighting suitable for television cameras.
- When:** The event will begin at 7 p.m., Saturday, Sep. 28 and will last 4 hours.
- How:** Access to the Doubletree will be through a media credentials checkpoint at the door of the event.

###

For More Information:  
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FOR IMMEDIATE RELEASE  
 9 September 2019

### NEWMAN'S OWN, INC.

Newman's Own, Inc. is a company founded by American actor that sells food and beverage products. The company donates 100% of its profits to a variety of charities. It was founded in 1982.

Newman was passionate about acting, racing and philanthropy. Using his own financial resources, he started Newman's Own Foundation to give back to the community in 2005. The company started by Newman making salad dressing for friends and family and, after they came back for more, dressing became the first product sold by Newman's Own, Inc. The product line expanded soon after with pasta sauce, salsa, coffee and much more.

Headquartered in Westport, CT, Newman's Own, Inc. has donated a total of over \$550 million to charities over the years. The company chooses charities that serves one of four focus areas: philanthropy, children, empowerment and nutrition. The charities range from Farmer's Veteran Coalition to Shining Hope for Communities.

In addition to donations, the Newman's Own Foundation works with nonprofit organizations to ensure they are functioning as effectively as possible by training leaders and reviewing strategic plans.

Newman's Own products can be found in a variety of grocery stores such as Kroger, Publix and Walmart. They are available in the United States, United Kingdom, Canada, Australia and New Zealand.

##

## NEWMAN'S OWN BACKGROUND



## Strategic Message Planner: Newman's Own

### Advertising Goal

To make the public and target audience more aware of the nutritional value of the Thin and Crispy Pizza.

### Client: Key Facts

1. Newman's Own makes a large range of products from salad dressing to dog food.
2. American actor, Paul Newman, founded Newman's Own in 1982.
3. Paul Newman placed great importance on giving back to the community, which is why he created Newman's Own Foundation to give to charities.
4. Headquartered in Westport, CT, Newman's Own Inc. has donated a total of over \$550 million to charities over the years.
5. The company chooses charities that serves one of four focus areas: philanthropy, children, empowerment and nutrition.
6. In addition to donations, the Newman's Own Foundation works with nonprofit organizations to ensure they are functioning as effectively as possible by training leaders and reviewing strategic plans.
7. Newman's Own has products ranging from salad dressing and pasta sauce to dogfood and chocolate.
8. Newman's Own products can be found in a variety of grocery stores such as Kroger, Publix and Walmart. They are available in the United States, United Kingdom, Canada, Australia and New Zealand.

### Product: Key Features

#### What is the Product?

1. Newman's Own Thin and Crispy Pizza is a multigrain pizza with no artificial flavors, colors, or preservatives.
2. The pizza contains approximately 300 calories per serving (1/3 of the pizza).
3. Newman's Own Thin and Crispy Pizza has a variety of nine different flavors, such as Harvest Vegetable and Uncheese Pepperoni.
4. The product came out in 2011 and sells for approximately \$6.

#### What is the Purpose of the Product?

1. The purpose of the product is to provide good-tasting and healthier pizzas with no preservatives or artificial flavoring.
2. With the profits from selling the pizza, Newman's Own Foundation continues to help philanthropic organizations.

#### What is the Product made of?

## STRATEGIC MESSAGE PLANNER

## NEWSPAPER STORY

JUNE 29, 2020

## SOCIAL MEDIA BY INDUSTRY: REAL ESTATE

MARKETING

In an increasingly digital world, it can be difficult to stay relevant and ahead of the competition. Social media allows businesses within the real estate industry to stand out as a brand. In fact, it was rated the third most valuable technology tool (via [REALTORS® Research Group](#)). From apartment communities and condos to residential real estate agents showcasing new homes on the market, there are endless opportunities across the various social media platforms to build brand awareness and reach your target audience.

### Build your brand in the neighborhood

The first step is to make your audience aware of why you are the best option for

Zoe Sherlock  
MSCM2205  
Mar. 15, 2018

#### Saving Atkinson Hall

MILLEDGEVILLE, Ga. – Atkinson Hall is considered by many to be Georgia College's most prized possession. What many do not know is the building would not be standing today if not for a student-lead protest in the 1970s.

J. Whitney Bunting served as the president of the university from 1968-1981 and he wished to create a more modern and contemporary campus. Starting with the construction of the Maxwell Student Union (MSU) in 1972, which has been renovated since, his next plan was to tear down Atkinson Hall and replace it with a newer, more modern building.

Atkinson originated as a dormitory when Georgia College was still known as Georgia Normal and Industrial College.

The Victorian style of the building featured intricate trimming with large porches and balconies. It was later remodeled to resemble a style similar to the old Chapel Hall, which was reconstructed in 1963.

This newer look gave Atkinson its powerful presence on front campus. It included the columns that have become a staple in many of the buildings on campus, and even influenced the name of the school newspaper, The Colonnade, according to GC historian Bob Wilson.

Wilson also recalls the harsh architecture of MSU and divulges his distaste for the former structure.

## IMAGINE MEDIA BLOG 1

JUNE 8, 2020

## HOW INSTAGRAM SHOPPING CAN BENEFIT YOUR BUSINESS

INSTAGRAM, SOCIAL MEDIA

Instagram Shopping is a great way for businesses to promote their brand and helps consumers discover new products. The feature allows for all shopping and purchases to be made within the app using their [checkout](#) function. Instagram also saves a user's purchasing information after the first use for convenience in future purchases and sends notifications about product shipping and delivery status.

### Why businesses are taking advantage of Instagram Shopping

Many businesses, such as Target, Adidas and H&M, are seeing the benefits of

## MEDIA LAW NOTEBOOK

"Real" vs. "Perfect": Re-conceptualizing Women in Advertising

By Zoe Sherlock

Theory and Research

12 December 2018

## IMAGINE MEDIA BLOG 2

Zoe Sherlock  
"Firm at Center of Panama Papers Sues Netflix Over 'The Laundromat'" – Julia Jacobs, New York Times, October, 16 2019  
Media Libel

### Overview

The article is about the law firm that is involved in the scandal dubbed *The Panama Papers* is suing Netflix because of a movie about the scandal, *The Laundromat*. The firm, Mossak Fonesca, run by partners Jürgen Mossack and Ramón Fonesca, is based in the country Panama and is known for helping wealthy people and celebrities open off-shore bank accounts. In 2015, over 11 million financial documents between the firm and its clients were leaked that exposed the firm for using the accounts for fraud and tax evasion. The law firm argued that their portrayal in the film was libelous and defamatory.

While Mossak and Fonesca are out on bail for the documents, they are still under investigation by the F.B.I. in New York and the firm has the possibility of changing the perception of the jurors involved in the case, because they have not been charged of the crime. If the jurors were to see the film and believe the falsities of the firm and its partners, it may have an effect on how they view the facts of the case.

### Legal Argument

While the case of the documents in itself greatly resembles the case of *NYT v. US* (1971), and was even nicknamed after *The Pentagon Papers*, the case in the article depicts libel, not prior restraint. So the two cases that can set a precedent for this case

## MEDIA RESEARCH PAPER



**WHAT WE DID**


**PHOTOGRAPHY + VIDEOGRAPHY**

**SOCIAL MEDIA ADVERTISING**

**COMMUNITY MANAGEMENT**



**CASE STUDY GRAPHIC**




**COMPANY GRAPHIC**

BUILDING RELATIONSHIPS,  
NOT PROFILES

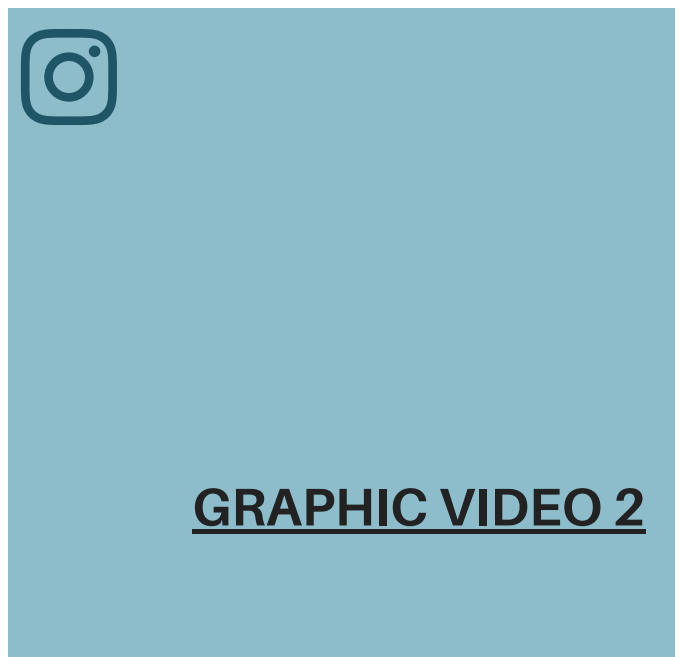
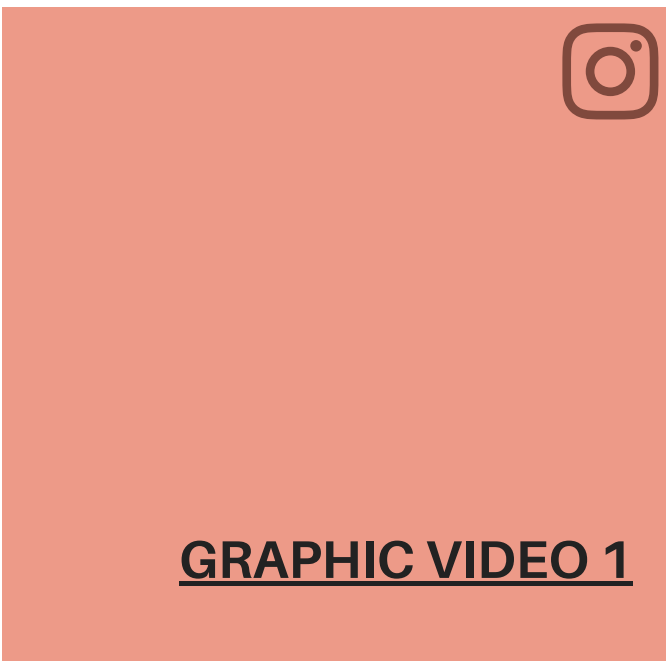
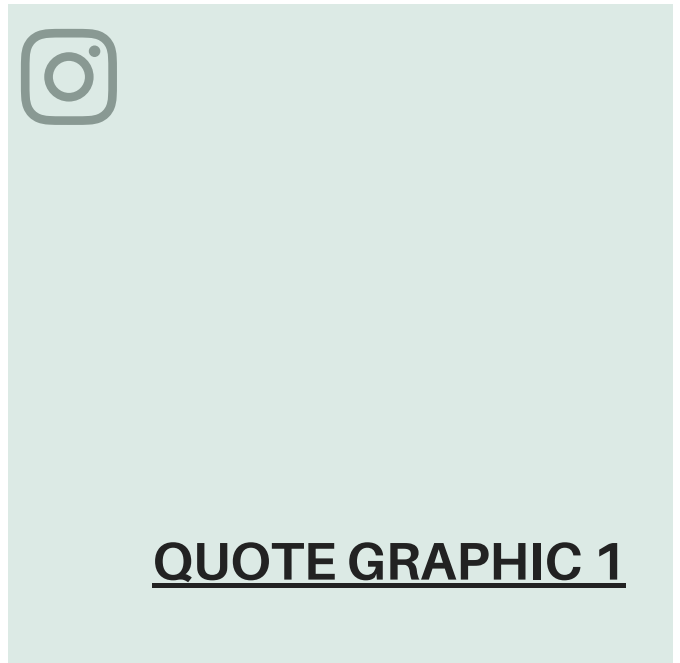
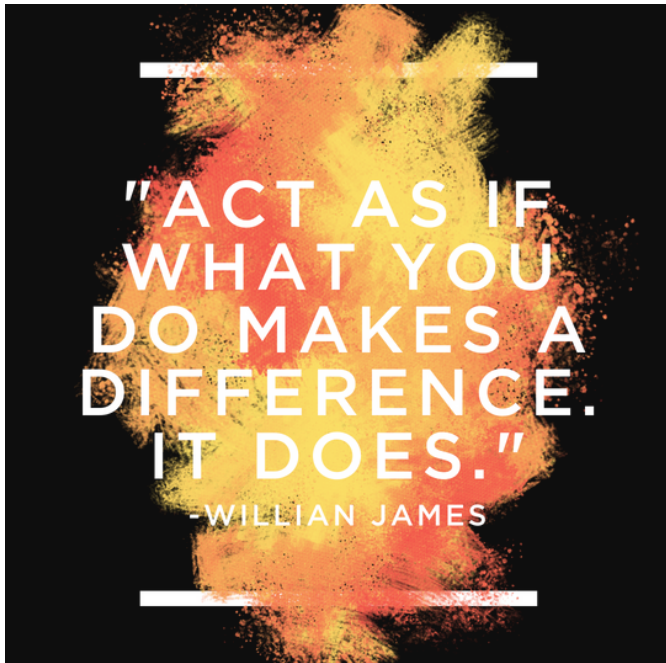


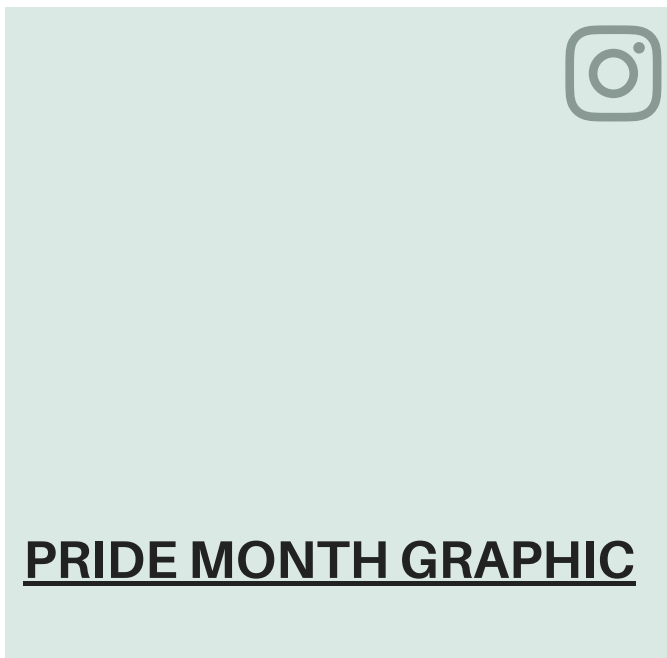
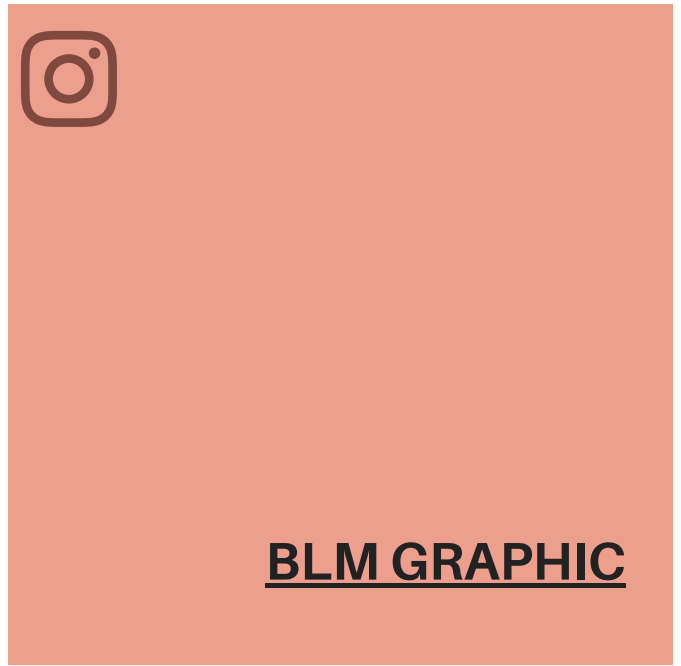
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SET UP AND MANAGE YOUR WORKSPACE'S FUNCTIONS

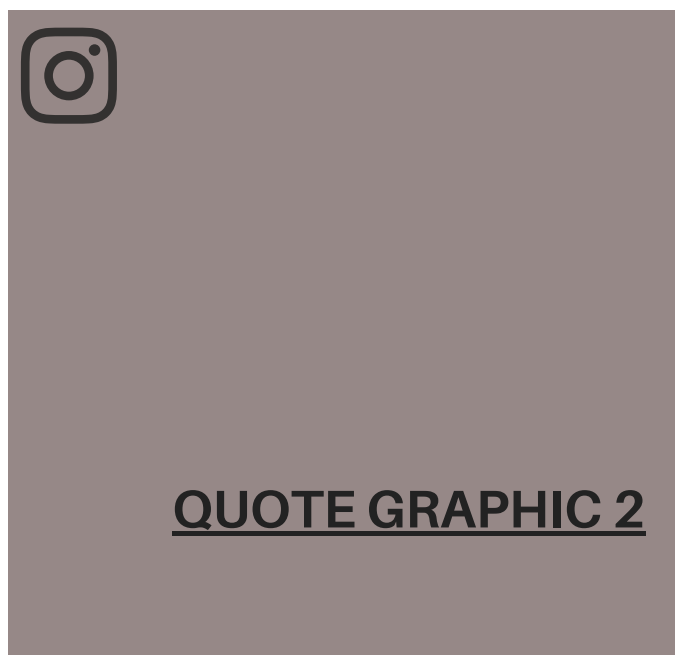


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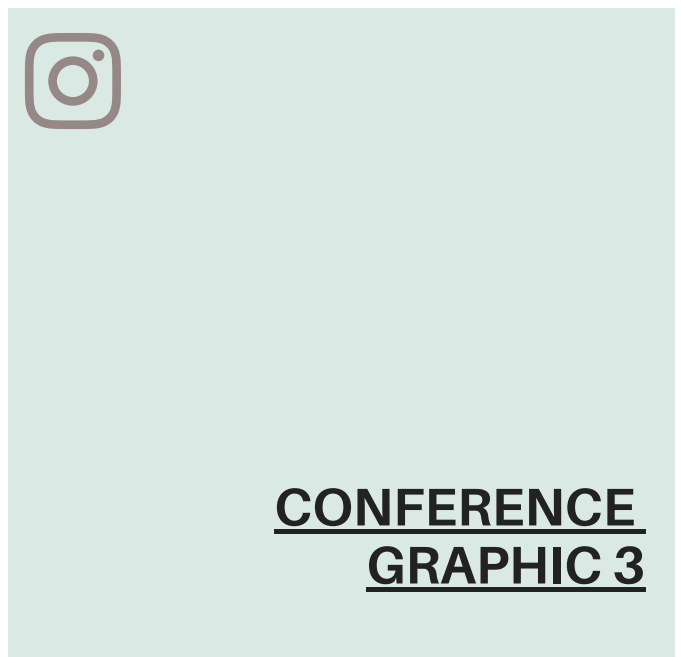


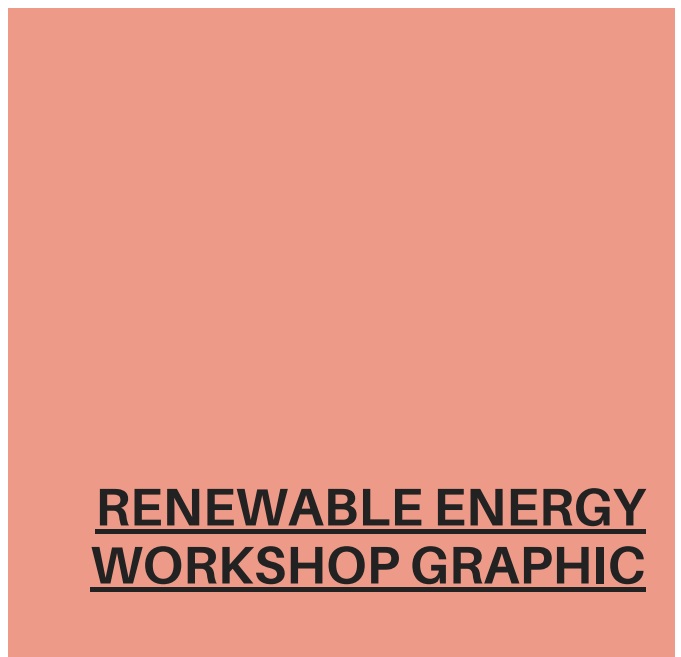
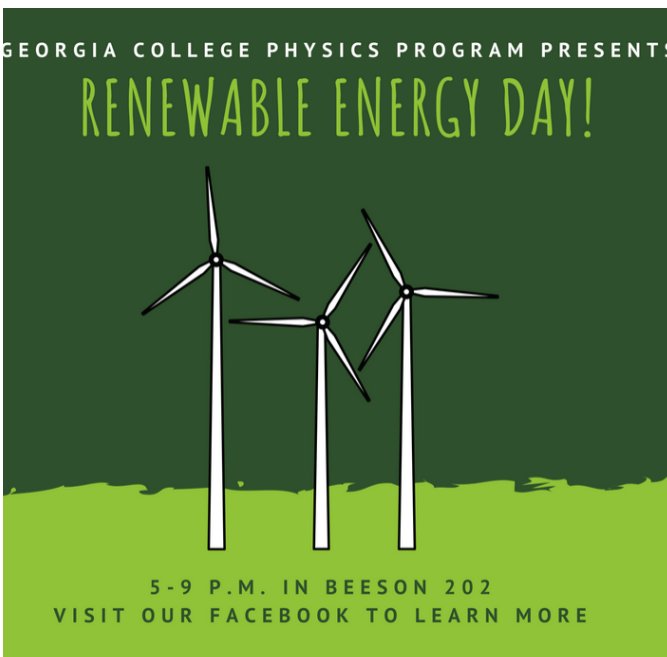


“  
When you  
lose followers  
because of  
where you  
stand - you  
strengthen  
yourself.”









## Colocación de adjetivos en español

Los adjetivos en la lengua española pueden aparecer tanto delante como después del sustantivo. Los adjetivos son "un tipo de palabras cuya función es la de complementar y especificar características a los sustantivos, a los cuales acompaña de forma adyacente en una oración" (Raffino, 2019, n.p.). Los adjetivos descriptivos españoles se colocan típicamente después de los sustantivos. Sin embargo, en algunos casos muy específicos, se colocan delante del sustantivo. Este es importante porque hay mucho debate sobre la causa de este movimiento. Bull (1950) explica que "los adjetivos [descriptivos] en Español generalmente siguen el sustantivo" pero este no es una regla porque hay muchos casos en que adjetivos aparecen después del sustantivo (p. 297). Hay ciertos casos en que la posición de los adjetivos descriptivos pueden cambiar el significado de la oración. Este ensayo analizará estas excepciones y su importancia en relación con la colocación del adjetivo descriptivo en español.

En primer lugar, se deben identificar los diferentes tipos de adjetivos. En español, hay posesivos, demostrativos, indefinidos y descriptivos. Según a Ramsey (1956), en el caso de los adjetivos posesivos y demostrativos, casi siempre aparecen antes de los sustantivos. Los posesivos átonas (*mí(s)*, *tu(s)*, *su(s)*, *nuestro/a(os/as)*, *vuestro/a(os/as)*) no pueden venir aisladamente en una oración porque llevan poca información semántica sin sustantivo que modifican y por eso carecen el género de primera y segunda persona singular y de tercera

## SPANISH RESEARCH PAPER

Zoe Sherlock

Análisis Histórico

1 Noviembre 2018

La guerra en drogas es un conflicto complejo y en marcha que no tiene un solución simple. Hay una abundancia de partes móviles y por eso es imposible decir quién va a "ganar" el guerra y cómo es la manera más útil para los gobiernos para parar la violencia. Mi carácter es el DEA, y en el comienzo, su primera meta era parar la violencia y el uso de drogas como cocaína en Los Estados Unidos.

Comenzó con la caída del café en Colombia y la aumento de la demanda de drogas en los estados unidos. El aumento de la demanda creó diferentes cárteles tanto en Colombia (Medellín y Cali) como en México (Sinaloa). Debido a que La Violencia estaba en pleno efecto, Colombia tenía tantos hombres empobrecidos que estaban dispuestos a hacer cualquier cosa para alimentar a sus familias, incluyendo el narcotráfico.

Mientras tanto, en los Estados Unidos, Nixon declaró una guerra contra las drogas y creó la DEA en 1973. La DEA fue responsable de detener la distribución de drogas ilegales en los Estados Unidos. Esto significaba que también eran responsables de detener la importación de drogas de otros países. La misión de la DEA era cortar el suministro de drogas. Debido a esto, la

## SPANISH HISTORICAL ANALYSIS

### Examen Final

SPAN 3230: Imaginarios andinos

Nombre: Zoe Sherlock

6 de diciembre 2018

América Latina tiene una historia compleja e intrincada que es una mezcla de muchas culturas y cosmologías diferentes. Es muy importante que América Latina no existiría de esta manera. Es muy importante que América Latina no exista de esta manera si la historia fuera diferente (cada conquista, cada guerra, cada dictadura y cada pieza de literatura).

Sin la conquista española, la región andina sería un lugar completamente diferente. Los españoles trajeron armas, enfermedades y religión. Por lo tanto, América Latina se vio profundamente afectada por este evento. Del mismo modo, España sería completamente diferente si no tuvieran influencia morisca antes de este período. Tanto los eventos pequeños como los grandes pueden cambiar la historia y llevaría toda una vida comprender cómo ha evolucionado el presente.

Otro aspecto de tiempo profundo es saber que cada sociedad, comunidad imaginada e individuo interpreta la historia y el presente a su manera. Con respecto a la comunidad andina, las comunidades imaginadas de descendientes de indígenas frente a descendientes de españoles verán la historia y el presente de maneras completamente diferentes debido a sus cosmologías y las historias que sus ancestros han transmitido.

El narcotráfico es extremadamente relevante en la región andina porque aquí es donde comenzó. Comenzó con la disminución del valor y la exportación de café y continuó con el período de La Violencia. La gente estaba desesperada por obtener trabajos de cualquier tipo y muchos harían lo que fuera necesario para mantener a sus

## SPANISH ESSAY