

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