

ZOE BECKER

CONTACT

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(914) 336-1053

2023 - PRESENT

2021 - 2022 SUMMER

2022 - SUMMER

2021 - 2022 SPRING

2020 - 2022 FALL

2018 - PRESENT

2017 & 2018

CONTENT

LINKEDIN:
www.linkedin.com/in/zoe-becker

PORTFOLIO:
www.zoevbecker.com
password: **Designer**

EDUCATION

ELON UNIVERSITY | Elon, NC, Class of 2023, Undergraduate Studies
Major: Bachelor of Fine Arts, Art, focus: Graphic Design, Minor: Communications Design
• Graduated Magna Cum Laude, Cumulative GPA: 3.9/4.0
• Presidents List Honors and member of Phi Eta Sigma National Honors Society

EXPERIENCE & LEADERSHIP

- MSLGROUP** | NYC, Publicis Groupe NY, *Designer*
- Promoted from Associate Designer and Design Graduate Fellow.
 - Working with recognizable brands such as P&G, Eli Lilly, Campbell's, Inspire Brands, WK Kellogg Co, Keurig Dr. Pepper, L'Oréal, Infiniti, Campari, KitchenAid, Gilead & more.
 - Pitching strategy, and high-quality creative work, to clients and new business.
 - Delivering graphics, social media and web, visual identity, and presentation design.
- TRIBECA FILM FESTIVAL** | NYC, *PR & Communications Intern*
- Consulted with press and media teams, arranging interviews and public appearances.
 - Coordinated and escorted talent at red-carpet events and award shows.
 - Assisted and managed operations handling credentials and media relations.
- OMNICOM HEALTH GROUP** | Remote, *Graphic Design Intern*
- BioPharm Communications Graphic Designer, Art Department and Creative Advertising.
 - Curated and edited graphics, videos, banners, direct mails, newsletters and emails.
 - Building micro-sites and figures by utilizing coding and design skills.
- LIVE OAK COMMUNICATIONS** | Elon, NC, *Creative Content Producer*
- Crafted advertisements and social campaigns for student-run communications agency.
 - Collaborated to produce creative content for agency clients within Burlington, NC.
 - Received 2 ADDY Awards, and Creative Rookie of the Year Live Oak Award.
- COLONNADES LITERARY & ART JOURNAL** | Elon, NC, *Visual Art Editor*
- Selects and approves all art submissions featured in annual literary and art journal.
 - Recipient of Emerging Leader Award from Elon's Student Media Board.
- FREELANCE DESIGN** | Manhattan, NY, *Logo & Design Work*
- Rebranded 10-year anniversary logo design for The Wicked Peacock, Rockport, MA.
 - Created designs for Ask Us Communications, and Crafted Home Renovations.

SPECIAL PROGRAMS

FASHION INSTITUTE OF TECHNOLOGY NYC, *Courses*
• Attended intensive Pre-College Drawing Program over two summers.

DESIGN SKILLS

TECHNOLOGY: Adobe Suite: strengths in Illustrator, InDesign, Photoshop, Workfront Lightroom, and Bridge. Microsoft Office, strengths in PowerPoint and Word design. HTML and CSS programming. Canva and Figma. Google Software. Apple Software. Asana.

ART: Graphic Design & Typography, Photography, Painting, Drawing & Mixed Media.

PR: Strong writing, concepting, strategic, presentation and verbal interpersonal skills.

SOCIAL MEDIA: Instagram, Tik Tok, Snapchat, LinkedIn, Pinterest, Facebook, and X.