

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

EDUCATION

ELON UNIVERSITY | Elon, NC, Class of 2023, Undergraduate Studies

Major: Bachelor of Fine Arts, Art, focus: Graphic Design, Minor: Communications

- Graduated Magna Cum Laude, Cumulative GPA: 3.9/4.0
- Recipient of Elon Engagement Scholarship, B.F.A. Warren Scholarship '19 & '21, and Edwina Graff Hughes Johnson Scholarship '22
- Presidents List Honors and member of Phi Eta Sigma National Honors Society

EXPERIENCE & LEADERSHIP

MSLGROUP | NYC, Publicis Groupe NY, *Associate Designer*

- Promoted from Design Graduate Fellow, creative requests, agency PR, and advertising.
- Working with highly recognized brands such as P&G, Lilly, Campbell's, The Home Depot.
- 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 Twitter.