

Zoey Clark

Advertising Professional



Contact

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Education

TEXAS CHRISTIAN UNIVERSITY

Strategic Communications
2014 - 2018

Soft Skills

COMMUNICATION
PROBLEM-SOLVING
COLLABORATION
ADAPTABILITY
LEADERSHIP

Hard Skills

ADOBE APPLICATION SUITE
MICROSOFT OFFICE SUITE
PROJECT MANAGEMENT
PRESENTING
WRITING

About me

Skilled professional with 8+ years of experience in advertising, marketing, and communications. Passionate about learning and personal development. Special interest and experience in the creation and management of video storytelling.

Work Experience

MICHAELS

Copywriter | 2020-present

Top craft retailer in North America.

- *Process Creation and Improvement:* Existing processes review, cross-team collaboration, organization, and outline of new approach.
- *Video Production:* Storyboard creation, creative brief review, shot list outline, live shoot assistance, talent communication, collaborative editing, and process documentation.
- *Creative Messaging:* Content creation of video, email, social, store signage, packaging, and homepage via CMS matched to business requests.

NEIMAN MARCUS

Copywriter | 2019-2020

Historic and nationally recognized luxury brand.

- *Test Execution and Review:* Cross-team collaboration and creation of targeted tests using the agile methodology to be reviewed and scaled companywide.
- *Targeted Asset Messaging:* Content creation for targeted audiences.

RESTAURANT SERVICES, INC.

Marketing Coordinator | 2018-2019

Nationally recognized custom kitchen fabricator.

- *Collaborative Communication:* Facilitation of website launch, management, and marketing collateral with an external agency.
- *Marketing Proposal Creation:* Deck design and execution.
- *Content Creation and Management:* Design and management of website, social media, and marketing assets.
- *Administration and Organization:* Project schedule coordination, CMS tool organization, and client communication.