

ZOE WALKER

Boston, MA | 480-280-6089 | zewalker24@gmail.com | LinkedIn | Portfolio

STRATEGIC MARKETER & COMMUNICATOR

CONSCIENTIOUS AND ORGANIZED WRITER with real-world blogging and ghostwriting experience for a publishing and digital marketing firm. **METICULOUS AND AUDIENCE-ORIENTED BRAND MANAGER** focused on creating and delivering streamlined, authentic, and engaging experiences for clients. **PROACTIVE AND MOTIVATED CONTRIBUTOR** who can adapt quickly to the constraints and challenges of a team in a fast-paced environment, operating both independently and collaboratively.

Education

BACHELOR OF ARTS IN CREATIVE WRITING | OREGON STATE UNIVERSITY | CORVALLIS, OR June 2024

3.94 GPA | SUMMA CUM LAUDE | HONOR ROLL 2021 THROUGH 2024

Key Courses: Writing 411 (The Teaching of Writing) | Writing 462 (Environmental Writing) | Korean 212

Key Projects: Writing 299, an invitation-only publishing practicum to submit a creative piece to a literary journal

Study Abroad in Seoul, South Korea Summer 2023

Core Competencies

Writing | Editing | Proofreading | Ghostwriting | Communication | Brand Management | Publishing | Research | Interviewing | Leadership | Google Suite | Trello | Asana | Canva | Squarespace | Kit | Wix | DaVinci Resolve

Work Experience

CONTENT MANAGER | WRITE FOR YOU | REMOTE June 2022 – Present

Provide an array of writing, editing, and content management services at a boutique B2B digital marketing firm with focuses on ghostwriting, book publishing, and book marketing

- Write, edit and proofread, and/or post 50+ blog posts for clients in fields including book publishing, digital marketing, senior care, and gluten free eating; ensure content aligns with brand voice and quality standards; leverage generative AI to create and/or enhance content
- Manage optimization and continuous improvement of website content and performance; conducted side-wide refresh, including design facelift and light copywriting aligned with brand's voice and tone, in Squarespace
- Source and create blog graphics, YouTube thumbnails, advertising flyers, and podcast covers using Canva
- Researched topics including thought leadership, digital marketing, and travel guidance

SECRETARY | STUDENT LITERARY CLUB | CORVALLIS, OR June 2023 – June 2024

Served as an officer at the OSU club devoted to all things literary

- Conducted weekly meetings to discuss short pieces of literature; took notes and attendance at meetings
- Determined and delegated officer tasks with other officers; brainstormed future activities and outreach efforts

STAFF MEMBER | PRISM | CORVALLIS, OR December 2023 – June 2024

Volunteered 9 hours/week at the student-run, yearly arts and literature journal of OSU

- Collaborated to review student art submissions and tailor the journal's theme whilst selecting pieces for inclusion on the website and in the print magazine
- Contributed ideas for journal development, publication, and marketing events

PRINT CONTRIBUTOR | BEAVER'S DIGEST | CORVALLIS, OR June 2023 – January 2024

Wrote full, in-depth bylined articles on assignment and deadline for the campus lifestyle magazine of OSU

- Pitched, researched, and developed multiple story ideas with news value for the college community
- Arranged and conducted multiple written and 12+ in-person interviews with relevant subject matter experts

Publications and Other Writing

WORLDWALKER and WORLDWEAVER December 2024

- Completed a first draft of a YA fantasy duology of 250K+ words

PRISM (the arts and literature journal of OSU)

- *In Which One's Fashion Major in College Becomes Rather Inconvenient Fifteen Years Later* (short fiction) 2024

SEO BASICS FOR BUSINESS ENTREPRENEURS 2023

- Editor of a non-fiction book by Write For You's CEO about SEO best practices for small business owners