

ZOE ANTOINETTE

zoe.antoINETTE@knights.ucf.edu

EDUCATION

University of Central Florida

Bachelor of Advertising/Public Relations

UCF GPA: 3.5

Spring 2023

SKILLS

Proficiency in MailChimp, HoneyBook, HubSpot, Wix, SquareSpace, Adobe Creative Cloud, Microsoft Office, Zoom, Canva, and other marketing/business essentials.

Experience in copywriting, graphic design, video editing, social media marketing, SEO research, and much more.

PROFESSIONAL EXPERIENCE

321 Agency

Production Assistant Internship

Fall 2022

- Produced engaging content for ShopDisney apparel and plushies with a following of 2.6 million users across social media platforms.
- Managed pre-production materials and assisted with conceptualizing content strategy for social media.
- Assisted in art direction on production sets and edited content in post-production.

Grand Openings Marketing Agency

Public Relations Intern & Marketing Coordinator

Summer 2021 & Summer 2022

- Developed creative content and working on all advertising and public-facing communications.
- Analyzed customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies.
- Conceptualized and executed multi-channel campaigns.

Vine & Branch Co.

Social Media Marketing Intern

Summer 2021

- Collected customer data and analyses interactions to improve future marketing strategies and campaigns.
- Expanded and increased company social media presence into new social media platforms.
- Created and distributed engaging written/graphic content on all social media platforms.

UCF Office of Biology

Teaching/Learning Assistant

Fall 2020-Spring 2021

- Supported instructors to enhance overall class performance for over 200 students.
- Creatively tailored curriculum to meet student academic needs.
- Served as a professional departmental and university representative.

UCF Housing and Residence Life

Resident Assistant

Spring 2020-Present

- Served as a student and Department liaison by advocating for 40+ residents.
- Promoted safe and comfortable living environments.
- Created positive living atmosphere by facilitating community wide events.

HONORS & COMMUNITY INVOLVEMENT

Quotes AD/PR Club, *Director of Special Projects*

Fall 2022-Present

Caribbean Student Association, *Vice President*

Volunteer Director & Co-Pageant Director

Fall 2021

2022 Miss Florida Caribbean Students' Association

Spring 2022

U.S. Department of State Benjamin Gilman Scholar

Summer 2022

Moffitt Healthy KIDZ Role Model Scholarship

Spring 2019

Bright Futures Florida Academic Scholar Scholarship Award

Student Government Leadership Council

Fall 2019

