

ZOE GRANT

Creative Writer

785-218-9758
Zpgrant18@gmail.com
Philadelphia, PA 19121

RELEVANT EXPERIENCE

Woden

Philadelphia, PA

Brand Storyteller *June 2022-Present*

- Conducting research to gain a deep understanding of the client and their industry
- Translating research findings into a brand strategy
- Writing a variety of deliverables ranging from comprehensive chapters to web copy

National Student Advertising Competition

AAF, Sponsored by Meta

Copywriter/Editor *August 2021-April 2022*

- Conducted in-depth market research about our client and their target audience
- Turned our research findings into a comprehensive creative brief
- Worked in a team to develop a creative campaign

Stone Oven Wholesale Bakery

Cleveland, OH

Social Media Director *January 2019-June 2022*

- Created B2B social media posts to keep followers up to date on our products
- Maintained friendly relationships with other local restaurants through positive social media interactions
- Taught the owners how to use Instagram more effectively

We'R'Listening

New York, New York

Content Creator Intern *July 2020-April 2021*

- Wrote and designed original content for social media platforms
- Created and conducted research for blog
- Collected data on social media trends to present to the rest of the team

Ccapital

Herzliya, Israel

Summer Intern *May 2020-August 2020*

- Researched venture capitalists and angel investors as potential investors for our clients
- Created content calendars for our client
- Created 20-30 outlines for social media posts on a variety of platforms

WORK EXPERIENCE

Talula's Daily

Philadelphia, PA

Barista/Customer Service *September 2021-May 2022*

- Fulfill orders in a fast paced environment
- Responsible for maintaining the retail portion of the cafe

JuicedbyB

Philadelphia, PA

Customer Service/Cashier *April 2021-September 2021*

- Fulfilled orders in a fast paced environment
- Communicated with and served people with a multitude of personalities

IBC Student Rec Center

Philadelphia, PA

Group Fitness Leader *September 2019-March 2020*

- Planned and led cycling classes for 20-30 people
- Participated in 8 hours of anatomy and exercise science as it pertains to cycling
- Created a strategically tailored workout routine for two weekly classes to ensure maximum safety and intensity of the workout

SKILLS

- Copywriting
- Web copy
- Creative writing
- Brand strategy
- Social Media Marketing (TikTok, Blog, Twitter, Instagram, Snapchat)
- Barista
- Working knowledge of Spanish

EDUCATION

Temple University, Klein College of Media and Communication - Philadelphia, PA

B.A. in Advertising, Copywriting

Certificate in Spanish

May 2022

GPA: 3.76