



zoe elizabeth newbolt



*Marketing Designer

Contact



zoe.newbolt@gmail.com



(703) 814 - 5041



<http://bit.ly/3H7sOBP>

Portfolio: zoe-newbolt.com

Education

University of Miami
Coral Gables, FL (2020 - May 2024)

B.S. Creative Advertising
Minor: Art

GPA: 3.86/4.0 Cum Laude

Honors:

University of Miami Four-year
Academic Scholarship
Dean's List

Skills

- Web and Mobile App Design
- Social Media Management (Instagram and Facebook)
- Adobe Photoshop/ Illustrator/ InDesign
- HTML/CSS
- Canva
- Microsoft Suite (Powerpoint, Excel, Sharepoint)
- Photography
- Copywriting

Experience

Marketing Coordinator (Aug 2024 - Present)

Sodexo - Belmont University

Nashville, TN

- Support Sodexo's mission to elevate facilities management and food services on college campuses by enhancing the student experience.
- Manage a team of student marketing interns, providing input and guidance on scheduling, task delegation, and project feedback.
- Collaborate with cross-functional teams at Belmont University on promotional initiatives (limited-time offers, charitable campaigns, reward programs) to drive dining participation.
- Oversee the creation and management of the Belmont University Dining Services website, ensuring it provides timely and accessible information for the campus community, and manage the mobile ordering app to enhance the user experience.
- Develop, write, and execute content for social media platforms (Instagram and Facebook) to increase engagement and foster a sense of community.
- Organize and host up to 15 on-campus events per month (food samplings, giveaways, culinary classes).
- Prepare detailed weekly and monthly recap reports for the university's auxiliary services team, highlighting key metrics, marketing initiatives, and outcomes.

Student Marketing Manager (Aug 2023 - June 2024)

University of Miami - Marketing Department, School of Arts and Sciences
Miami, FL

- Developed and implemented marketing initiatives to support the largest academic unit on campus.
- Created digital content, including photography and graphic design, for campus events, social media posts, and other promotional materials.
- Directed, advised, and mentored a team of student interns within the University's Marketing Department.

Sales Associate (Sept 2022-May 2023)

Lion Heart Boxing Gym

Coral Gables, FL

- Marketed memberships and services as well as created content for publication across various social media platforms.
- Handled opening and closing procedures and gym operations, including welcoming new and existing members and managing their memberships.

Graphic Designer (2020 - 2022)

Washington, DC

- **ViszImaging** - Designed trade show collateral to promote a high-tech imaging business that works with law enforcement agencies.
- **VirginiaHomes2Sell** - Created marketing materials for an online spring sales campaign for a top real estate broker.