

ZOE BOWDEN

MARKETING & DIGITAL CREATIVE

CONTACT

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EDUCATION

MASTER OF SCIENCE

Agricultural Communication
University of Florida 2021

BACHELOR OF SCIENCE

Animal Science- Equine
University of Florida 2018

KEY SKILLS

Commercial Drone Pilot
Adobe Indesign
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Wordpress Management
TerminalFOUR Management
Google Ads
Google Analytics
Meta Business Advertising
Geotargeted Digital
Advertising
Programatic Advertising
Microsoft Office

Marketing & Strategy Manager

Black Prong & Big Lick LLC | Aug 2021 - Present

- Develop and continuously evaluate and improve marketing strategy for Black Prong to meet the unique business objectives for lodging, dining, and events, contributing to an overall 40% growth in revenue year over year
- Write press releases, blog posts, newsletters, research reports, and standards for guest communications that align with distinct brand voice
- Plan and create social media content across Facebook, Instagram, and Pinterest for multiple companies within Big Lick LLC.
- Manage WordPress sites for Black Prong, Big Lick Stall Rental, and All-In Removal.
- Design brochures, logos, newsletters, fliers, print advertisements, and on-site signage. Facilitate production, placement, and usage of all graphic material
- Photograph and edit images of events and facilities for use in social media, the website, and graphic design
- Worked closely with Communication Specialist, digital agencies, and contract creative vendors to bring largescale projects and events to completion
- Implemented a company-wide rebrand at Black Prong including visual elements, brand voice, and hospitality standards for the guest resort

Undergraduate Advisor & Communication Specialist

UF/IFAS Department of Animal Sciences | Jan 2020 - Aug 2021

- Managed Department website and multiple UF/IFAS Extension sub-sites, increased website traffic by 20%, with improvement in session duration.
- Developed engaging social media content, resulting in 36% follower growth on Facebook and increased Instagram following from 190 to 955.
- Educated 30+ faculty members on virtual teaching technology to shift courses online during the COVID-19 pandemic and for online extension programming.
- Produced videos for online classes, extension education, recruitment, and research.
- Designed graphics for print and digital, created 360° virtual walking tours, and wrote student stories for the ANS blog and newsletter.
- Met with students to develop graduation plans, and provide career coaching.
- Coordinated student events as part of the academic programs office to encourage student engagement and foster peer connections.

Strategic Communications Graduate Assistant

UF/IFAS College of Agricultural and Life Sciences | Jan 2019 Jan 2020

- Created social media content and produced promotional videos highlighting student stories and opportunities.
- Designed brochures, logos, newsletters, t-shirts, and recruitment banners.
- Assisted in website development and maintenance in TerminalFour.
- Wrote press releases, blog posts, and stories for the bi-annual alumni newsletter. Promoted CALS events to increase attendance, and managed social media outlets during events to drive engagement.

Assistant Videographer

Kaplan Advertising | May 2018 - Feb 2019

- Produced unique equine videos for Horse Capital Television, an online TV show covering all equine disciplines while showcasing Ocala/Marion County, FL.