

Zoe Behrman

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Education

Bachelor of Arts in English, Rhetoric and Professional Writing

University of Cincinnati | Graduated: April 2023 | GPA: 3.95/4.0

Certificate: Copyediting and Publishing

Scholarships/Awards: Dean's List 6/6 semesters; Cincinnati Scholar; University Honors Program

Relevant Experience

Marketing and Communications Intern

University of Cincinnati Center for Field Studies | May 2023–Present

- Manage communications network, including a Constant Contact Newsletter, Wix website, and TikTok account
- Write and copyedit copy for website, newsletter, blog posts, and social media accounts
- Optimize website under SEO best practices using Google Analytics
- Collaborate with environmental and biology subject matter experts to ensure all information is portrayed accurately for students, faculty, and community members

Digital Marketing Volunteer

Cincinnati Children's Hospital, Drug & Poison Information Center | October 2020–Present

- Author articles related to public health topics for quarterly outreach newsletter
- Design infographics using Canva and Adobe Illustrator
- Copyedit and proofread 7–10-page newsletter prior to publication following APA style
- Develop newsletter format as well as templates for future editions using Constant Contact and Microsoft Publisher

Managing Editorial Intern

W.W. Norton & Company | February 2023–April 2023

- Revised student-centered materials such as study guides and quizzes to improve usability
- Copyedited and proofread marketing materials such as flyers, email campaigns, and Twitter posts, according to the company style guide and the Chicago Manual of Style
- Assisted project editors with long-term projects for upcoming college textbook releases in a variety of disciplines such as psychology, music theory, history, and organic chemistry

Social Media Manager and Assistant Managing Editor

Short Vine Literary Journal | August 2022–December 2022

- Created, edited, and posted content on *Short Vine's* Instagram, Facebook, and Twitter accounts
- Managed a content repository and calendar in Excel to organize caption copy and visuals
- Updated submission guideline information and managed back-end processes on Submittable
- Mentored a group of 4 other students interested in social media marketing

Skills

- Advanced: Social Media Marketing, Adobe Acrobat, Google Suite, Microsoft Office Suite, SharePoint, Canva, and Wix
- Intermediate: SEO, WordPress, HTML, Google Analytics, Google Search Console, and Adobe Photoshop, Illustrator, and InDesign