

ZOE RISCH

Social Media + Influencer Marketing

zoerisch.com | Chicago, IL | zoerisch@yahoo.com

EDUCATION

Florida State University

Tallahassee, FL

B.S. in Advertising, Minor in Psychology

May 2022

GPA: 3.8 | *Magna Cum Laude*, *President's List*, *Lambda Pi Eta Communication Honor Society*

Involvement: FSU NSAC Team, Ad Club, Gamma Phi Beta, Panhellenic Recruitment Counselor, Teaching Assistant

WORK EXPERIENCE

Mekanism

Chicago, IL

Influencer Strategist

February 2022 - Present

- Clients: Unilever Beauty, Adobe, Dropbox, Charles Schwab, Cricket Wireless, Harmless Harvest
- Managed end-to-end influencer campaigns on a two-person team with budgets ranging from \$50K to \$550K+
- Led tech client's first 6-month program, resulting in 12 partners, 80 social posts, & 15.5MM+ social impressions
- Navigated Charles Schwab's L&C creative review process to launch the brand's first-ever influencer campaign
- Activated the Cricket Wireless Creator Network by contracting 8 year-long partners & leading a brand summit trip
- Utilized Tagger SaaS tool to identify key influencer partners, run competitor analyses, & track campaign reporting

Instagram + TikTok + YouTube

Chicago, IL

Content Creator

August 2013 - Present

- Self-taught in film, video editing, & graphic design to produce lifestyle videos & branded partnership content
- Earned 22K+ followers & 22MM+ video views on TikTok / 35K+ subscribers & 3.5MM+ video views on YouTube

TH Experiential

New York, NY (Remote)

Creative Strategy Intern

May 2021 - September 2021

- Clients: Calvin Klein, American Eagle, Dyson, Rare Beauty, Farmacy Beauty, NuFace
 - Integrated brand stories into digital & in-person experiential marketing events for clients with \$50K+ budgets
 - Managed influencer sourcing, outreach, & reporting for American Eagle campaign, garnering 3M+ impressions
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LEADERSHIP DEVELOPMENT

Arrowhead Advertising

Tallahassee, FL

Director of Digital & Social

August 2020 - May 2022

- Clients: Tinder, Meta Quest (National Student Advertising Competition)
- Led a team of 4 to develop a Gen-Z digital campaign across TikTok, Instagram, YouTube, Twitter, & Snapchat

Gamma Phi Beta Sorority

Tallahassee, FL

Philanthropy Chair

November 2020 - November 2021

- Ran Beta Mu's first-ever virtual fundraiser & beach volleyball events, raising \$10K for Girls On The Run nonprofit
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SKILLS

Industry Skills Influencer Marketing, Digital/Social Strategy, Social Media Management, Content Creation, Creative Briefs, Contract Negotiation, Campaign Reporting, Presentations, Public Speaking, Project Management, Organization, Teamwork

Technical Programs Tagger, CreatorIQ, AspireIQ, Microsoft Office, Google Workspace, Slack, Adobe Creative Cloud, Canva
