

Zoe L. Bendoff

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EDUCATION

UNIVERSITY OF WISCONSIN-MADISON, Madison, WI

Expected May 2023

Journalism Bachelor of Arts (J.B.A.) degree

Major: Journalism (Strategic Communication and Reporting), Certificates in Studio Art and Digital Studies

GPA: 3.98/4.00

Honors & Awards: Dean's List (5 semesters), Wilfred B. Donor Scholarship Recipient, Sigrid Schultz Scholarship Recipient and James J. Forsmo scholarship recipient through The Daily Cardinal Alumni Association

COMMUNICATION AND MEDIA EXPERIENCE

The Daily Cardinal, Madison, WI, *UW-Madison's oldest, student-run newspaper*

September 2019-Present

Graphics Editor/Illustrator

- Conceptualized 5-10 article graphics and illustrated 2-3 weekly while managing a team of 8 artists
- Utilized Adobe Suite to create weekly comics pages, marketing materials and logos
- Created 3 newspaper covers for special print editions

Alpha Epsilon Phi, Madison, WI, *Greek Organization*

January-December 2021

Public Relations Chair

- Designed 12-18 page monthly newsletters distributed to members, parents and alumni
- Maintained chapter website
- Wrote 3 articles for Alpha Epsilon Phi's National magazine

Procter & Gamble, Remote

June-September 2021

Brand Ambassador

- Created digital content to promote career opportunities for college graduates on social media
- Participated in seminars with P&G recruiters to brainstorm advertising strategies

J435: Principles of Mass Communication, Madison, WI

Spring 2021

Creative Director

- Formatted and Designed 80+ page campaign book and slide deck for final pitch presentation
- Wrote and illustrated storyboards for commercial ads based on research on assigned brand
- Constructed creative plan including message strategy, creative brief, campaign slogan and examples of digital marketing materials

LEADERSHIP EXPERIENCE

Lake of the Woods and Greenwoods Camps, Decatur, MI

Summers 2019-2021

Sleepaway Camp Counselor and Art Instructor

- Planned and taught art lessons in a variety of media to 10 classes of campers aged 6-15
- Served as a role model and caretaker as head counselor for 20+ campers each session
- Recognized as a Color Days Advisor and led half of the camp through 3 days of competition

Easy Hoops, Glencoe, IL

March 2018-June 2019

Director of Marketing and Executive Operations

- Volunteered and served as a founding member for 501(c)(3) nonprofit organization that worked with neurodiverse individuals to develop life and social skills through basketball
- Worked with parents, participants, and other local nonprofits to organize and advertise group lessons and events