



MARKETING SPECIALIST

ZOE TURNBULL

Palm Coast, Florida

GET IN CONTACT

Mobile: 561-542-9149

Email: zoekathleenturnbull@gmail.com

LinkedIn: <https://www.linkedin.com/in/zoe-turnbull-197906114/>

PERSONAL PROFILE

A marketing/public relations professional with a passion for content creation and growing brands/organizations.

AREAS OF EXPERTISE

- Adobe InDesign
- HootSuite
- Sprout Social
- Canva
- Google Analytics

OTHER SKILLS

- Detail-oriented
- Self-starter
- Excellent problem solver

WORK EXPERIENCE

MARKETING COORDINATOR

Miles Smart Tutoring | 2020 – Present

- Oversee SEO/Web Development team and train interns.
- Utilize Adobe software and Canva to create flyers, brochures, and more.
- Manage all social media platforms through Hootsuite/Sprout Social.
- Create and establish marketing plans for campaigns.
- Write off-page content for SEO purposes.
- Utilize Google Analytics tools.

MARKETING ASSISTANT

Miles Smart Tutoring | 2019–2020

- Created graphic design content for social media platforms using Canva.
- Created flyers, banners, business cards, brochures, and more through InDesign.
- Edited video content through iMovie 2019 and Adobe Premiere Pro.
- Other miscellaneous tasks as assigned.

SOCIAL MEDIA/MARKETING INTERN

The Hunter Group | 2019–2019

- Created social media content for multiple mental health groups.
- Conducted market research.
- Created email campaigns.

EDUCATION HISTORY

THE UNIVERSITY OF FLORIDA

Master of Arts in Public Relations: Communication Management
Expected: December 2022

THE UNIVERSITY OF FLORIDA

Bachelor of Science in Public Relations
Graduated Class of 2021. Magna Cum Laude, 3.8.

- American Marketing Association
- Ad Society