



Statesboro, GA 30461 | zoepantin@gmail.com | www.linkedin.com/in/zoepantin/ | 912-667-9087

OBJECTIVE

Seeking a full-time opportunity to apply my creativity, problem-solving abilities, and strong work ethic while contributing to impactful work in public relations, content creation, and strategic communications, while continuing to grow professionally.

EDUCATION

Georgia College and State University

Aug 2022 - May 2025

B.A in Mass Communication, Minor in Communication Studies

- Strategic Communication Concentration

PROFESSIONAL EXPERIENCE

Floral Team Assistant, Ivory & Beau

May 2025 - Present

- Assist lead floral designers in creating floral arrangements for weddings, reflecting each couple's unique vision
- Gain hands-on experience in floral design, event installations, and the behind-the-scenes operations of the weddings

Social Media Marketing Intern, Love, Molly Kate

May 2024 - May 2025

- Collaborated with a content creator to develop and execute social media strategies.
- Managed several social media accounts, focusing on scheduling and timing.
- Increased followers and engagement by implementing creative campaigns and staying current with the trends.

Multimedia Platform Manager, GCSU

Aug 2023 - Aug 2024

- Supervised and mentored students at WGUR Radio, GC360 News, The Colonnade Newspaper, and the Multimedia Website, ensuring high-quality content and cross-channel collaboration.
- Planned and executed campus-wide events to boost engagement and visibility across multimedia platforms.
- Maintained consistent branding and messaging aligned with organizational goals across all channels.

Social Media Manager, Wall Orthodontics

May 2020 - Aug 2021

- Led social media and marketing campaigns to strategically enhance the office's online presence and engagement.
- Managed and grew social media presence on Instagram, Facebook, and TikTok to engage young patients.
- Developed and executed content strategies, including scheduling, posting, and community management, to boost brand awareness and patient engagement.

ADDITIONAL EXPERIENCE

Wholesale Ambassador, The Hyman Showroom

Jan 2024 - Present

- Collaborated with small business owners to curate seasonal clothing selections tailored to their needs.
- Prepared detailed orders, specifying quantities and styles from the showcased clothing line.
- Submitted orders through NuOrder and JOOR for Account Executive approval and confirmation.

SKILLS

Adobe Creative Suite

Microsoft Office Suite

Leadership

Media Strategy & Planning

Canva & Other Design Tools

Video Editing

Creative Problem-Solving

Attention to Detail

Hootsuite

Google Analytics & SEO

Time Management

Trend Analysis

ADDITIONAL INFORMATION

- **Certifications:** Excel Bootcamp Certificate (2023), Google Ads Search Certification (2024)
- **Awards:** National Communications Honors Society (NCHS), Deans List (2022-2025)

References available upon request.