

Zoe Smith

EDUCATION

Marketing with an emphasis

in Strategic Media

University of Memphis Lambuth

Current

Marketing with an emphasis

in Strategic Media

Southern Arkansas University

2018-2020

Business Administration

Jackson State Community College

Graduated 2017

EXPERIENCE

- * Built and grew a personal brand focused on plus size fashion and fitness across multiple platforms.
- * Designed original graphics and story content using Canva, maintaining a cohesive and professional brand identity.
- * Planned, created, and scheduled posts using Hootsuite to ensure consistency.
- * Engaged with followers and communities to grow audience organically and improve reach.

SKILLS

- * Social Media Strategy
- * Canva
- * Content Creation
- * Hashtag and Trend Research
- * Influencer Marketing
- * Graphic Design
- * Social Advertising

HONORS AND AWARDS

- * Graduated Cum Laude from Jackson State Community College in 2017
- * Accepted into the TikTok creator affiliate program and the Facebook Monetization program.



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