

Zoee Lodge

Digital Content Coordinator

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Professional Experience

Phonic Bloom | Social Media Team Lead | August 2024 - December 2024

An interactive Augmented Reality mobile application that interprets the data sculpture in the Woodland Community Library's children's reading room both sonically and visually to a variety of audience

- Developed a social media campaign involving Instagram, TikTok, and LinkedIn to promote the Woodland Community Library's art installation, the library, and the project team
- Curated and created content for the social media campaign, including images, video clips, gifs, infographics, and captions
- Measured campaign's engagement and conversion rates
- Led a team of four to ensure deadlines and deliverables were met

The Last of Us (HBO) Social Media Case Study | April 2023 | <https://tinyurl.com/286mszph>

An in-depth analysis of HBO's social media marketing strategy for *The Last of Us*, focusing on audience engagement, cross-platform content sharing, and adaptation of the video game to television

- Evaluated the effectiveness of the series campaign on Instagram, Facebook, and Twitter (X), highlighting how the show's social media team built anticipation, retained fans of the original game, and attracted new viewers
- Prepared a formal report of findings

Late Bloomer Washington | Summer 2023-2024

A campaign for a Summertime Pop-Up Flower Cart in Vancouver, Washington

- Developed engaging posts on Instagram to showcase the flower cart's offerings, enhancing brand visibility and customer engagement
- Produced and curated photographic elements used for the posts

TECHNICAL SKILLS

Google Analytics
Hootsuite Certification
Adobe After Effects
WordPress

Google AI Essentials
Adobe Photoshop
Adobe Premiere Pro
Basecamp

Google Ads
Adobe Illustrator
HTML5, CSS3
Slack

ESSENTIAL SKILLS

Social Media Management
Project Management
Conceptual Design

Digital Marketing
Marketing Analytics
Leadership

Search Engine Optimization
Trend Awareness
Critical Thinker

EDUCATION

Washington State University Vancouver

B.A. in Digital Technology & Culture

Social Media Certificate

Expected Graduation December 2024

WORK EXPERIENCE

Trader Joe's | Crew Member | March 2024 - Current

- Maintained and promoted the Trader Joe's brand through direct customer interactions, reworked displays to better fit customer needs, quickly identified and addressed customer concerns and inquiries, and worked in a team-oriented environment