


CONTACT INFORMATION

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 zoe-montenegro-mackenzie

 www.zoemontenegromackenzie.me

EDUCATION

Bachelor of Arts degree 2020

Major in Communications

Concordia University

Certificate in Graphic Design & Visual

Communication 2024

OCAD University

SOCIAL MEDIA PLATFORMS

- Instagram
- TikTok
- LinkedIn
- YouTube

SOFTWARE

- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Photoshop
- Adobe Premiere Pro
- Final Cut Pro
- Canva

WEB & DEVELOPMENT

- JavaScript
- HTML
- CSS
- VS Code

PRODUCTIVITY

- Google Workspace
- Microsoft Office 365

REFERENCES

Available upon request.

Zoe Montenegro Mackenzie

PROFESSIONAL EXPERIENCE

Marketing Coordinator

Parkland Corporation 2023-2024 | Montreal, QC

Plan, execute, and track in-store and vendor promotional programs. Coordinate promotional processes, signage briefs, proofing, and merchandise support. Collaborate across teams to ensure accurate and timely communication of signage and promotional efforts. Support promotional period execution, including signage, day-to-day merchandising support, and signage training.

Creative Production Coordinator

Mikros Animation 2022-2023 | Montreal, QC

Managed a team of artists on the 2023 project "PAW Patrol: The Mighty Movie." Responsibilities included scheduling shots, leading meetings and client reviews, and providing relevant updates to managers during weekly meetings. Additionally, contributed to event planning for office employees at MyMikros.

Creative Production Assistant

Framestore 2021-2022 | Montreal, QC

Supported the production team on the projects "Don't Look Up" (2021) and "His Dark Materials" (2022) by answering emails and managing calendar meetings and absences. Responsible for receiving, transferring, and sorting sensitive material shared internally with the client. Prepared and set up agendas and materials for client calls related to both projects.

Marketing Content Creator

Ufrost 2021 | Montreal, QC

Developed weekly content for animation, photography, and video editing using Adobe Creative Suite to boost social media engagement. Managed the social media and events calendar, creating content for LinkedIn, Instagram, and Facebook. Oversaw visual composition in marketing materials and conducted market research to inform strategies. Designed various marketing materials, including pitch decks, flyers, and banners.

Marketing Intern

Her Campus Media 2019 | Boston, MA

Tracked campaign metrics, growth, and social media. Planned event logistics and developed targeted marketing strategies. Assisted with experiential marketing events and public interaction. Created branding decks and presentations, including a capstone project for a Her Campus and Hershey's partnership proposal.