

# Zoe A. Kind

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## DIGITAL CONTENT MANAGER, SCHOOL OF THE ART INSTITUTE OF CHICAGO

2015-PRESENT

Executes day-to-day operations, editorial workflow and content strategy of the SAIC website to establish consistent procedures in brand standards, enhanced user experience, and improved site architecture in adherence with the enrollment goals of the institution.

- Oversees operational web management and requests for both internal and external constituents
- Primary site editor, overseeing institution-wide content workflow and providing consistency in brand strategy
- Defines project goals, scope and strategy for academic and administrative web presence
- Provides content audits and wireframes solutions for improved site flow and navigation
- Educates internal constituents on best digital practices and identifies opportunities for sustainable storytelling
- Trains new content editors, providing instructional reference material for new digital platforms
- Introducing web governance for best practices and future digital policy
- Work within Web Services team to improve digital experience for departmental administrators via improved workflows and communicative tools

## CHAPTER TECHNICAL SPECIALIST, AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES

2013-2015

Implemented sustainable content strategies, user-friendly digital tools, and easier communication processes within non-profit organization.

- Managed 70 regional websites, providing individualized support through content updates, site redesign, server maintenance updates, and technical issues
- Trained editors via personalized sessions and created instructional material for the technically unfamiliar
- Introduced content strategy and best practices for improved content and visitor engagement
- Edited copy for clarity and consistency throughout individual websites as needed
- Created analytic reports on a monthly basis, tracking trends and suggestions based on metrics
- Assisted members at annual conferences, including technical support, check in, customer support roles as required
- Member of team creating sustainable practices for expanding organization's social media presence

## COMMUNICATIONS SPECIALIST, ROSALIND FRANKLIN UNIVERSITY OF MEDICINE AND SCIENCE

2013

Provided editorial and feature-based content for print and digital platforms, developed voice for internal and external communications.

- Extensive planning and creation of both internal and external strategic communications, not limited to the crafting University style guide, brand standards, social media initiatives, expanding communicative channels and internal messaging
- Edited and distributed monthly email newsletter for campus, community, alumni and university collaborators
- Wrote and disseminated press releases for local media coverage within Chicagoland area
- Feature writer and editor of campus publication *Helix*
- Provided editorial guidance and visual content for Annual Report
- Served as communications liaison with DePaul University for special events planning, collaborative messaging and media opportunities for the Alliance for Health Sciences between both universities

## ASSISTANT DIRECTOR, COMMUNICATION & DESIGN, UNIVERSITY OF ILLINOIS - CHICAGO

2007-2011

Provided written, digital and visual content, implementing cost-effective and digitally-focused strategies for both editorial and statistical information and promotional material for the entirety of the athletic department.

- Cultivated ability to reach diverse groups of constituents through the implementation of concentrated writing styles such as press releases, feature stories and event recaps used in a variety of channels, not limited to websites, magazines, newspapers, corporate sales documents and media packets
- Department creative overseer, crafting/executing aesthetic needs for all print & digital and web-based projects
- Introduced social media efforts to department, with a focus on live-event interactive communication
- Generated print, radio and web-based media interest and coverage for all 18 intercollegiate athletic programs within the university athletic department, coordinating media opportunities and facilitating press conferences
- Initiated 18-month web site analysis to streamline and create focused efficiency efforts for new content strategy
- Oversaw all facets in creation of video content and live event streaming, including budgeting, staffing needs, setup, tear down, on-site troubleshooting, technical support, in-game directing and post-production efforts

### EDUCATION

**MA, DePaul University, 2011**  
New Media Studies

**BA, Miami University, 2007**  
English, Creative Writing  
Sociology

### SPECIALTIES

Digital Content Strategy  
Brand and Identity Creation  
Presentation and Design  
Project Management  
Collaborative Web Design  
Editorial Review

### DIGITAL PROFICIENCIES

HTML • CSS • Linear Video Editing  
Adobe Creative Cloud • Office  
Google & Nieslen Analytics  
Salesforce • Hotjar • SiteImprove  
Asana • Trello • Constant Contact

### CONTENT MANAGEMENT SYSTEMS

Drupal  
Ingeniux  
T4  
Wordpress  
Concrete5  
DNN