

# Zoë Bennett

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## Education

**FRONT RANGE  
COMMUNITY COLLEGE**  
Colorado, 2012 - 2013  
B.A. - English

## Skills

Graphic Design  
Motion Graphics  
Strategy  
Copywriting  
Illustration  
Web Design  
Layout  
ADA Compliance

## Software

Photoshop  
illustrator  
After Effects  
Indesign  
Figma  
Wordpress  
Squarespace  
Procreate

## Interests

Wheel-Throwing Pottery  
Global Coffee Culture  
Climbing  
Painting  
Piano

## Work History

**SENIOR DESIGNER Freelance Contractor**  
*Situation Group / November 2022 - Present*

- Created updated assets for the updated Girl Scouts of America brand system

**GRAPHIC DESIGNER**  
*Straight to Tell / March 2022 - September 2022*

- Created content for global public health campaigns with UNICEF and the CDC, including design systems, motion graphics, content for online publications and handbooks
- Created brand identities for retail and public health sectors
- Launched in-house coffee education program

**FREELANCE BRANDING & DESIGN**  
*Zoë Bennett Co. + Bloomer Suit Brand Studio. / February 2018 - March 2022*

- Founded a brand studio geared toward small businesses, providing them with brand strategy, brand assets, and implementation across diverse platforms
- Created and launched over forty brands and additional collateral

### PARTNERSHIPS

- **LOTUS MARKETING**  
Contracted with in-house design team as Identity Designer to inform processes and develop brands in the hospitality industry
- **PRODIGY HOUSE**  
Held role as Brand Designer, working closely with marketing team to create and implement a diverse range of personal brands

**CREATIVE DIRECTOR**  
*Land of a Thousand Hills Coffee Company / May 2016 - January 2018*

- Initiated a full rebrand, informed the creation of a new brand visual system, copywriting, bags, production system, and website
- Traveled to company coffee processing station in Rwanda to direct a creative team
- Communicated and executed changes across the company and its partners, ensuring brand consistency in storefronts and franchises

**MARKETING ASSISTANT**  
*Land of a Thousand Hills Coffee Company / September 2015 - May 2016*

- Developed brand coherence and voice, maintained company blogs, created social media content
- Created collateral for storefronts, conferences, and campaigns, designed merchandise, and strengthened communication between the corporate office and storefronts.