




# Zoe TL Kirkpatrick

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Entrepreneur with 10+ years experience managing and developing projects with the creativity of an artist, curiosity of a historian, and organization of a seasoned project manager.

## EDUCATION

### Smith College

Bachelor of Arts / History of Art,  
Italian Studies / 2010

### Smith College Museum of Art

Certificate / Museum Studies  
/ 2010

### Phillips Exeter Academy

/ 2006

## EXPERTISE

Deep listening

Radical empathy

High Emotional Intelligence

Responsibility/Extreme Ownership

Relational analysis

Mediation & Negotiation

Systems thinking

Information Synthesis

Visual Literacy

Visual Communication

Asking better questions

## WORK EXPERIENCE

### Founder, CEO

*Mamatekla / New Hampshire, USA / 2018-2020 / mamatekla.com*

Self-started from knowledge-level-zero to fully developed digital-native brand serving new mothers with whole-person resources. Translated a personal conviction and growth experience into an authentic consumer-facing, customer-centric brand and customer journey. Conducted agile R&D with multiple testing activations to identify nexus between what new mothers need and what they'll engage with.

- Managed team of contractors to build idea-to-results lead generating funnels with landing pages converting at 8.5%
- Developed & implemented strategic decision-making matrix
- Leveraged strategy and learning capacity to respond profitably to unexpected research findings
- Pivoted brand and offers toward demonstrated consumer demand for coaching post-COVID lockdowns

### Producer, Director of Finance

*Lumen Arts / New Hampshire, USA / 2011-2019 / lumen-arts.com*

Producer and Director of Finance for boutique, full service video art production and installation company serving world class artists, directors, museums, galleries, and Top-100 list collectors. Maintained exacting museum-quality standards managing multi-department productions and installations on location, in museums and galleries internationally, and in private collections worldwide.

- Lowered client's historical production costs by 16% with collaborative production strategy.
- Maintained estimated budgets across extended project timelines
- Achieved dual-sided client satisfaction via discrete and diplomatic collaboration between primary client and their HNWI clients.
- Agile resourcefulness delivering results with available resources, on location, within time constraints

## COURSEWORK

The Bootstrapper's Workshop  
The Copy Cure  
Agency Unlocked  
Mother-Daughter Attachment  
Coaching, Certificate  
New Parent Educator, CAPPA  
KW Content Strategy Accelerator  
Applied Mathematics  
Intro Complexity  
Intro Dynamical Systems & Chaos


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## SKILLS


Graphic & Visual design  
Resource allocation  
Research  
Data Analysis  
Objective-based instruction  
Italian language - Fluent  
Spanish language - Basic reading  
Basecamp, Asana  
G Suite  
Adobe Suite


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## CURRENT

Hike/walk   
Long Sands, York, ME

Backyard harvest   
red bell peppers

Painting medium   
glitter and glue

Meditation   
Insight Timer, or make up  
a prompt from my Co-Star

Podcast   
Daily Stoic archive

Spy thriller   
The Order, Daniel Silva

## Chief Brand Officer

*Frost / Maine, USA / 2016-2018*

Developed brand DNA, identity, and primary art direction for sustainable artisan e-commerce brand. Used visual storytelling to communicate brand origin story.

- Conceptualized and executed social media and print campaign
- Designed e-commerce website.
- Optimized social media strategy by analyzing account performance and prioritizing business goals
- Strategically positioned brand by leveraging competitive analysis results and industry-aligned market data

## Manager of Exhibitions

*Portsmouth Museum of Art / New Hampshire, USA / 2010-2015*

Managed small team to curate, promote, and mount quarterly rotating exhibitions at startup contemporary art museum.

- Grew social media following by creating and managing social content
- Grew visitorship by building email list and leveraging regular email newsletters
- Major contributions to planned organization re-brand
- Conducted postmortem study and analysis on future viability of non-profit art museum in Seacoast, NH region.

## Assistant Curator

*Luminaria Arts Festival / Texas, USA / 2014*

Co-Curated and managed team to install national artists' artwork for city-wide arts festival in San Antonio, TX.

## Project Manager

*Pucker Gallery / Massachusetts, USA / 2012*

Lead manager developing and delivering a user-friendly archival database of gallery art collection.

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## RESEARCH & PUBLICATIONS

- *Matrescence: What happens to you when you have a baby*, ebook, Mamatekla; 2020
- *6 Mother-Daughter Conflict Relievers*, ebook, Mamatekla; 2020
- *Momternet: A Competitive Analysis*, 2020
- *People With Babies*, Video Series, 2019
- The Digital Native's e-Journey From "We're Having a Baby" to "I'm a Parent", 2019
- *Visual Art Ecosystem of Portsmouth, NH and Kittery, ME: A Systems Analysis of 70 Stakeholder Interviews*, Independent Study; 2015
- *Inuit Sculpture*, Catalogue Essay, Pucker Gallery; 2012
- *Street aka Museum*, Ed. Exhibition Catalogue, Portsmouth Museum of Art; 2011