

# ZOE TL KIRKPATRICK

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*Zoe guides teams to create insight-informed content people see, feel, and get. A creative production professional with 10 years experience, she brings the curiosity of a researcher, creativity of a designer, and organization of a seasoned project manager.*

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## PROFESSIONAL EXPERIENCE

Mamatekla, Portsmouth, NH / **Founder and Brand Director** 11/2019 - 11/2020

Designed customer-centric brand to inspire consumer trust and engagement. Directed concept validation research for a grow-with-you parents' app. Leveraged brand trust to pivot post-Covid and grow private client base quarter-over-quarter from Q2-Q4 2020.

- Directed creation of brand identity, brand guidelines, website design, and marketing campaigns.
- Utilized consumer and competitive analysis data to define market position, product deliverable, customer personas, and content strategy.
- Built inbound marketing team for development and rollout of strategic content marketing calendar including Facebook Ad campaigns with \$2000 monthly advertising spend.
- Cross-coordinated copywriting and creative content creation operations to produce Facebook, Instagram and email campaigns.
- Produced and scripted 6-episode video series under budget, within first weeks of COVID lockdowns.
- Managed team of contractors building lead generating funnel, landing page converting at 8.5%.
- Implemented customer-centric storytelling framework to direct transition of landing page copy from brand-facing to customer-facing, increasing average time on page by 37%.

Lumen Arts, Rollinsford, NH / **Producer, Director of Finance** 04/2011 - 11/2019

Produced multi-department video art productions and installations in US, France, and Italy for world class artists including Robert Wilson and Lady Gaga, and brands including Hermes.

- Developed collaborative production strategy, lowering client's historical production costs by 16%.
- Implemented processes to efficiently prepare budget estimates, progress reports, and actuals analysis of project budgets up to \$400k.
- Synthesized requirements and operations of up to 5 different departments to define master project plans, schedules of work, and target milestones.
- Increased employee and contractor morale, and retention by motivating as a team, increased communication, and prioritizing teams' schedules, workflows, and capacity.
- Mediated crucial relationships between strong personalities via discrete and diplomatic collaboration with key client and their HNW clients.
- Promoted from Installation Assistant, to Associate Producer, to Producer by demonstrating leadership and levelheaded resourcefulness in high-pressure situations.

Frost, Eliot, ME / **Brand Creative Director** 07/2016 - 08/2018

Developed brand DNA, identity, and creative art direction for sustainable artisan e-commerce brand.

- Consulted regularly with product designer to ensure brand consistency across product and sales departments, and implemented adjustments according to feedback.
- Directed conceptualization and design of all brand materials and creative marketing content including brand identity, packaging, e-commerce website, copywriting, lookbook, social media and print campaigns.

- Produced 3 product and 4 editorial photoshoots with product, models, locations, photographers, stylists, PAs, and post-production editing.
- Optimized social media performance by analyzing account metrics and prioritizing business objectives in creative content calendar planning process.
- Sourced and managed vendor relationships including evaluating proposals, negotiating contracts, and managing deliverables.

Luminaria Arts Festival, San Antonio, TX / **Assistant Curator** 06 - 11/2014  
Co-Curated and managed exhibition of 24 artists' artwork for arts festival with attendance of 10,000+.

- Successfully mediated between artists, galleries, and festival management to contract scope and terms for loans of artwork by 24 artists from the US, Cuba, London, and Sweden.
- Managed team of 5 art handlers to install artworks across a 1-mile square festival footprint.

Museum of New Art, Portsmouth, NH / **Manager of Exhibitions** 08/2010 - 06/2014  
Managed team of 8 to curate, execute, and promote rotating exhibitions including over 400+ artworks across 7 exhibitions at startup contemporary art museum.

- Synthesized requirements and schedules across 3 different departments to define master exhibition plan, schedule of work, and target milestones, ensuring on-time execution of essential tasks and cross-departmental cooperation.
- Built tour guide program by hiring, training, and managing 5 tour guides and schedules, increasing engagement with school and community groups.

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## EDUCATION AND CERTIFICATIONS

AWIP / Certificate / Real-World Product Management / expected 02/2021

Smith College Museum of Art, Northampton, MA / Certificate / Museum Studies / 2010

Smith College, Northampton, MA / Bachelor of Arts / History of Art, Italian Studies / 2010

Phillips Exeter Academy Exeter, NH / 2006

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## SKILLS

- Customer-centric content creation and copy writing
- Strategic Direction
- Graphic & visual design direction
- Qualitative research and analysis
- Core Business Tools (*Microsoft Office (Excel), G Suite, Google Analytics*)
- Adobe Suite (*Photoshop, InDesign, Illustrator, PremierePro*)
- Project Management Systems (*Gantt, kanban, Basecamp, Asana, Trello*)
- Cloud-based Accounting (*Quickbooks, Wave, Xero*)
- Content Management (*Creative Cloud, Google Drive, Dropbox Business, Frame.io*)
- Email and CRM (*ConstantContact, MailChimp, Simplero*)
- Presentation Software (*Keynote, Powerpoint, Slides*)

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## CURRENT INTERESTS

- Backyard harvest: Snowflakes
- Painting medium: Glitter and glue
- Podcast: Daily Stoic archive
- Reading: American Spy, Lauren Wilkinson