

Zoe Stevens

zoe-stevens.com | linkedin.com/in/zoestevensinfo

EDUCATION

University of Wisconsin-Madison

Bachelor of Business Administration

Major: Marketing

Minor: Digital Studies & International Business

Graduation: May 2025

WORK EXPERIENCE

Paramount Pictures

Partnership Marketing Intern

Hollywood, CA

Summer 2024

- Ideated partnership opportunities & brand strategies for upcoming Paramount films.
- Created brand briefs & conducted research regarding media spend and segmented audiences.
- Presented partnership ideas for an upcoming film to entire team utilizing AI imaging.
- Developed case studies of past partnerships to illustrate success of campaigns.

Claire's

Marketing Intern

Remote

October 2022 - December 2023

- Launched Claire's intern program as one of four college creators across the country.
- Developed content for Claire's social media platforms including TikTok and Instagram to promote the brand to tween and teen consumers.
- Created 4-6 original pieces of content per week with the most successful video reaching over 200K views.
- Managed social media channels through posting, creating trackable URLs, and planning creative content.

Tech It Forward

Marketing Intern

Tel Aviv, Israel

Summer 2023

- Participated in a summer abroad internship in Israel and lived in Tel Aviv independently for two months.
- Created blog and LinkedIn posts for Tech It Forward, a tech company that helps other startups with marketing strategies and connects them to investors worldwide.
- Researched current developments related to R&D in the beauty tech industry and recommended potential startup partners.
- Assisted in the Startup World Cup for Israel, an event where the top Israeli startups competed to represent their country in the final event.

Chi Omega

Director of Marketing

Madison, WI

December 2021- 2022

- Managed and promoted Chi Omega brand through social media and on-campus presence.
 - Developed content for TikTok and Instagram stories to promote chapter events.
 - Created branding videos used for recruitment utilizing advanced editing skills.
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SKILLS

Computer Skills: Proficient in Microsoft Office (Excel, Word, Powerpoint), Filmora (video editing software), Canva + CapCut (digital design)

Social Media Platforms: TikTok (content creation), Instagram (story designs), BeReal (marketing initiatives)

Extracurricular: Member of the Marketing Honorary Society