



ZOË GOETZMANN

About Me:

Creative individual with strong interest and background in the arts, writing, marketing, story-telling and content creation. Freelance journalist and contributing writer to *Create!* Magazine, an independent art publication. Proficient in basic administrative duties.

Contact Information

Email: zoegoetzmänn@gmail.com
Portfolio: www.zoegoetzmänn.com
Linkedin:
<http://www.linkedin.com/in/in/zoegoetzmänn>
Instagram: @byzoesera

EDUCATION

CONDÉ NAST COLLEGE OF FASHION & DESIGN

MA Fashion Media Practice | 2019 - 2020

- Degree: Fashion Media Practice (Fashion Journalism)
- Condé Nast College Blog (Contributing Writer)
- Dissertation Project: Produced, edited and hosted my sustainable fashion podcast, 'The (Un)Ethical Consumer.'
- Vogue Intensive Summer Course (Summer 2019)

SOTHEBY'S INSTITUTE OF ART

MA Art Business | May 2018

- Dissertation "Artists on Instagram: The Art World of Instagram" (Advisor: Derrick Chong)
- Coursework in art lending, art finance, art management, curating and art history

SARAH LAWRENCE COLLEGE

Bachelor of Arts | 2012 - 2016

- Concentration(s): Literature and History of Art
- Captain, Varsity Women's Golf Team
- (2014 - 2015): University of Oxford, Wadham College
- Member of Oxford Players, Fashion Contributor to *The Oxford Student*

LONDON SCHOOL OF ECONOMICS

Summer Study | 2013 - 2016

- Summer coursework in marketing, consumer behaviour, strategic management, e-business and statistics

WORK EXPERIENCE

FREELANCE JOURNALIST

Self-Employed, Create! Magazine | September 2019 - Present

- Current staff and contributing writer to Create! Magazine, an independent art publication.
- Pitch short and long-form stories and profile interviews related to art, fashion, business, social media and technology.
- Previous contributions and publications: online art publication, *Artsy.net*, *Condé Nast College (CNC) Editorial*, *The Psychology of Fashion (Tof)*.

SOCIAL MEDIA ASSISTANT

Yale School of Management | June 2019 - September 2019

- Produced social media series for Yale SOM Instagram (@yalesom) to promote art on the university's campus for incoming students (#yalesom).
- Attended weekly content strategy meetings with Yale SOM marketing team.

SOCIAL MEDIA INTERN

Art Observed | June 2019 - August 2019

- Operated and provided weekly visuals and editorial content for Art Observed's Instagram (@artobserved).
- Produced art and review coverage for latest gallery exhibitions in New York City and in London.
- Acted as liaison for galleries in the United Kingdom and in Europe for content submissions and potential collaborations.

RESEARCH ASSISTANT

New York University | August 2018 - April 2019

- Performed art and art archival research for Amy Whitaker, Assistant Professor at New York University.
- Organised and created databases of artistic records obtained from the Emily Tremaine Foundation and Frank Stella/Leo Castelli Gallery.

SKILLS AND ABILITIES

Software: Microsoft Word, Microsoft Excel, Microsoft Power Point, Final Cut Pro 7 and X, Avid Pro Tools, Adobe Photoshop and Adobe, InDesign, Keynote, Google SketchUp, Hootsuite

Interests: Contemporary art, education, fashion, digital media, video production, podcast production, writing, travel

Languages: French (intermediate speaking and reading knowledge), Italian (basic speaking and reading knowledge)