

ZOEY ARNOLD

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EDUCATION

Cornell University, Ithaca, NY

August 2021-May 2025

Bachelor of Science in Communication, Minor in Business

- *Summa cum laude* (4.02 GPA), Dean's List All Eligible Semesters

Relevant Courses: Media Communication, New Media & Society, Marketing, Writing & Producing the Narrative for Digital Media

PROFESSIONAL EXPERIENCE

Primary Wave Music, New York, NY

Digital Marketing Intern

June 2024-December 2024

- Brainstormed and created social media/website campaigns to promote renowned music artists' releases, anniversaries, and overall awareness using Canva and CapCut, then scheduled via Facebook Meta Business Suite
- Participated in weekly Digital Team strategy meetings and weekly company-wide marketing meetings
- Contributed to initiatives for Bing Crosby, Culture Club, Jefferson Starship, John Mellencamp, Sun Records, and more
- Collected and analyzed social performance metrics and DSP insights to track fan engagement, reported data via slide decks

City of Miami Beach, Miami Beach, FL

Marketing and Communications Summer Intern

May 2023-July 2023

- Created and curated content/captions for Miami Beach IG and LinkedIn accounts and the City Manager's FB account
- Aggregated and organized daily press clips and flagged negative press
- Documented and organized media across various categories to be used in the *Find Your Wave* campaign
- Learned the professional duties and responsibilities of personnel in the field, including communicating with news outlets such as ABC and NBC, putting together MB Magazine, and orchestrating MBTV (Miami Beach's cable television station)

CAMPUS LEADERSHIP

Cornell University Program Board (CUPB), Ithaca, NY

Executive Chairperson (President)

June 2024-May 2025

- Spearheaded 21 Q&A/comedy shows (100-4,000 attendees), including 9 co-sponsored shows, from conception to completion
- Set and executed club-wide goals, coordinating the duties of 7 executive board members while managing a \$250,000 budget
- Led weekly executive board meetings and general body meetings and created structured meeting agendas

Selections Chairperson (Vice President)

June 2023-May 2024

- Researched, selected, and scheduled talent to bring to campus by facilitating ideation sessions and polling the student body

Promotions Chairperson

August 2022-May 2023

- Designed and produced all marketing materials (posters, quartercards, shirts, badges) and social media content for 10 shows
- Managed event advertising campaigns, ensuring accurate creatives and tags, resulting in a 200% increase in engagement

Cornell University Student Programming Council, Ithaca, NY

Vice President: Communications

February 2024-May 2025

- Organized, executed, and monitored marketing and communications for larger Programming Council initiatives
- Created monthly campus-wide email newsletters, calendars, and announcements and distributed to over 16,600 students

Cornell University Teaching Assistant, Ithaca, NY

AEM 1200: Introduction to Business Management

January 2024-May 2024, January 2025-May 2025

COMM 3010: Writing and Producing the Narrative for Digital Media

August 2024-December 2024

- Provided tailored support to a cohort of 16-22 students via office hours and timely email communication
- Graded assignments (such as business case analyses, screenplay scripts, and more) and delivered constructive feedback

Cornell Society For Women in Business, Ithaca, NY

Analyst: Emerging Leaders Program

Spring Semester 2022, 2023

- Applied skills learned through a semester-long research project that culminated in creating and presenting a slide deck
- Attended professional development workshops including: PowerPoint skills, navigating various careers, interview skills

OTHER ACTIVITIES

Cornell Concert Commission: *Photographer*, August 2024-May 2025

Alpha Epsilon Phi (Kappa Chapter): *VP Panhellenic*, September 2022-May 2023; *VP Scholarship*, September 2023-May 2024

URJ Camp Coleman: *Overnight Camp Counselor*, Summers 2021, 2022, & 2023

SKILLS AND INTERESTS

Skills: Written/Oral/Visual Communication, Event Planning, Project Management, Google Workspace, Microsoft Office, Lightroom

Interests: Live Entertainment (Theater, Concerts, Comedy), Skiing, Traveling, Guitar, Oil Painting, Photography