





ZOE LUMPKIN

CONTACT & SOCIAL

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SKILLS

Technical Skills

Associated Press Writing 
Microsoft Office Suite 
Adobe InDesign 
Adobe Photoshop 

Personal Skills

Written and Oral Communication,
Independent Problem Solving, Attention to
Detail, Leadership, Teamwork, Organization,
Multitasking, Time Management, Public
Speaking, and Client Satisfaction.

CERTIFICATIONS

Fundamentals of Media Relations Certification
Muck Rack: April 2021

Fundamentals of Social Media Certification
Muck Rack: April 2021

COURSEWORK

WRIT 3111 - Professional Editing
PR 3375 - Public Relations Writing
PR 3380 - PR Strategies and Tactics
PR 4210 - Social Media for Strategic Com.
PR 4405 - Digital Publication & Design
PR 4425 - Media Relations
PR 4465 - Public Relations Campaigns

EDUCATION

Kennesaw State University (May 2021)

Bachelor of Science in Public Relations

Dean's List: Fall 2018, Spring 2019

President's List: Spring 2018, Spring 2021

WORK

Cobb County DA's Office (Nov 2021 - Current)

Juvenile Court Victim/Witness Advocate

- Meets strict communication deadlines in a rapidly paced and often changing environment
- Works cooperatively on an interdisciplinary team with state prosecutors, notification admins, and courtroom staff
- Uses verbal and written communication skills to tailor correspondences with victims to address their unique needs
- Maintains strict confidentiality protocol related to the proprietary nature of juvenile court matters

Menchie's Frozen Yogurt (July 2015 - Nov 2021)

Head Shift Lead

- Utilized superior customer service skills to maintain relationships with customers
- Received multiple promotions for work performance
- Displayed leadership and teamwork skills by working with colleagues to define and complete tasks

INTERNSHIP

Peak Communications (Jan 2021 - May 2021)

Client Liaison

- Led a team of four to create and implement a PR Campaign for KSU SOCM to promote its Adobe Creative Jam event
- Served as client liaison to manage all communications between team and client
- Exceeded campaign registration goals by 50%
- Exceeded social media Twitter engagement goals by 67%
- Successfully implemented PR initiatives that can be used by the client to promote future instances of the recurring event