

# ZOË



## ZOË KEENE MAXEY

zoemaxey@gmail.com • www.zoemaxey.com • LinkedIn

### EXPERIENCE

#### **AI Product Manager** Addition

*January 2024 – Present ; New York, NY*

Organizing engineering priorities • Managing resources and product development •  
Regulating new business pipelines • Collaborating on scopes and prototypes

#### **Creative Technologist Intern** BBDO NY

*May 2023 – January 2024 ; New York, NY*

Spearheaded generative AI experimentation • Managed merch production for Getty  
Museum while coordinating with vendors • Built Snapchat lenses using hex codes for  
dynamic color translation • Crafted engaging content for new business pitches •  
Assembled completion reports and drafting talent contracts • Conducted DE&I  
Research for the Worldwide offices

#### **Graphic Designer** Racing Prodigy

*February 2023 – September 2023 ; Remote*

Developed and executed high-quality digital artwork for marketing and communication  
projects • Created and edited visuals for social media posts, websites, and business  
presentations • Leveraged design software to produce innovative visual content

#### **Research Assistant** Artist Representation & Management

*September 2022 – July 2023 ; Syracuse NY*

Vetting course guidelines, materials, reading assignments and network seminars on  
entertainment talent negotiation and contracts • Creating marketing materials & decks •  
Coordinating meetings, discussions, and collaborations with United Talent Agency, CAA,  
& Reebok

### EDUCATION

Syracuse University

#### **S.I. Newhouse School of Public Communications**

Masters of Arts in Advertising, *Summer 2023*

Bachelors of Science in Television Radio Film, *Spring 2022*

Minor in Entrepreneurship

*Member of Delta Gamma*

#### **Ukraine Abroad Language and Arts School, Kyiv**

Russian Language, *Summer 2021*

### SKILLS

#### **Technical**

Adobe Suite • XD • Microsoft  
Office • Google Suite &  
Analytics • Trade Desk Certified  
• TikTok • Youtube • Instagram  
DSLR • Excel

#### **Languages**

Conversational Russian,  
Beginner Ukrainian

#### **Accolades & Interests**

Dean's List • Spider Caretaker

# ZOË