Zoe Kyrkostas

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Summary
Fashion Marketing sophomore at LIM College, minoring in Event Planning and Public Relations. Hands-on experience in digital marketing, influencer outreach, retail, and creative direction through roles at Ben-Amun Jewelry, Free People, and The Lexington Line. Experienced in developing social media campaigns, coordinating photoshoots, and building brand engagement. Seeking a Spring 2027 internship to further explore my interests in event planning, public relations, and brand marketing.

Education
Bachelor of Business Administration in Fashion Marketing
Minor: Event Planning
LIM College, New York, NY | May 2028 | 4.0 GPA, President's List

Experience
***Ben-Amun Co.*, New York, New York|** *January 2026 – May 2026*
Marketing Intern

- Manage and grow the brand's TikTok by planning, filming, and editing weekly content aligned with current trends and brand identity.
- Produce and schedule Instagram content to increase engagement and maintain a cohesive digital presence.
- Conduct daily influencer outreach (20+ DMs per day) to secure collaborations and expand brand visibility.
- Support campaign development by contributing creative concepts, trend research, and strategic marketing ideas for future launches.

***Free People* Palm Beach, Florida |** *September 2024 – April 2025*
Key Holder

- Curated a nightly email summarizing sales reports, daily revenue, customer traffic, transaction volume, top-selling styles, and key shift takeaways.
- Documented meaningful customer interactions to show relationship building and service impact
- Analyzed sales volume and learned about forecasts to identify trends
- Exceeded sales goals by 15% through strong customer engagement and styling tips
- Trained 5+ new associates to improve knowledge and sales skills

Extracurriculars
***Lexington Line*, LIM College |** September 2025 - Present
Styling/Creative Team

- Serve as Creative Director for trend report photoshoots featured on The Lexington Line website, conceptualizing and executing full editorial productions from initial idea to final publication.
- Direct and curate the overall visual narrative of each shoot, styling complete looks (wardrobe, accessories, hair, and makeup) while developing trend-based mood boards and cohesive aesthetic direction.
- Manage production logistics including location selection, model and photographer coordination, shoot scheduling, and creation of editorial write-ups that articulate the concept and inspiration behind each project.

***Inside LVMH* Certificate, LVMH |** October 2025
Creation & Branding, Retail & Client Experience

Skills
Office Technology: Microsoft Office 365 Suite (Word, Excel, PowerPoint, Teams, Outlook, OneDrive)
Design Software: Adobe Photoshop, Illustrator, InDesign, Canva, CapCut