



KEIKO ZOLL

DIGITAL STORYTELLER

LOCATED IN THE GREATER BOSTON AREA

TEL 856.906.4269 · EMAIL INFO@KEIKOZOLL.COM · WEB WWW.KEIKOZOLL.COM

WHAT I DO

I tell stories by weaving words, visuals, and messaging strategy into a compelling narrative, igniting conversation and inspiring action via digital, print, video, and social media. I completely adore what I do — and I do it all with gusto.

NOTEWORTHY EXPERIENCE

NEWS WRITER

ROMPER.COM · OCT. 2015–DATE

Cover multiple news verticals including: breaking, politics, health, parenting, lifestyle, and entertainment. Emphasis on SEO-driven copy, long-form essays, and live event coverage.

DIRECTOR OF BRAND STRATEGY

FERTILITY PLANIT · JAN. 2012–DATE

Develop company brand strategy. Articulate brand identity for clients and stakeholders. Produce original social, video, and digital content. Emphasis on influencer campaigns and marketing proposals.

PRINCIPAL

KEIKO ZOLL DESIGN · NOV. 2011–DATE

Provide clients with freelance writing, social media management, graphic design, WordPress development, and marketing strategy. Emphasis on small businesses, non-profits, bloggers, & startups.

DIRECTOR OF SOCIAL MEDIA + COMMUNICATIONS

RESOLVE NEW ENGLAND · JUL. 2011–DEC. 2013

Redesigned website in WordPress. Managed all organizational social media accounts. Produced original video, blog, and social media content. Coordinated editorial outreach to key stakeholders.

EDUCATION

BACHELOR OF ARTS · COMMUNICATIONS

THE COLLEGE OF NEW JERSEY · 2004

SOCIAL

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in /IN/KEIKOZOLL

AREAS OF EXPERTISE

SOCIAL MEDIA

ENGAGEMENT + VISUALS + METRICS

Facebook ad campaigns, Twitter chat development & execution, Instagram original image creation, editorial calendars, training

WRITING

EVOCATIVE + GENUINE + FEARLESS

Feature-length reporting, op-eds, interviews, long-form essays, academic chapters, white papers, eBooks, blogs, copywriting

BRANDING

AUDIENCE + VISION + STORY

Mission and vision development, visual identity suites, "brand bibles," empowering brands to unlock their unique, authentic stories

KNOWLEDGE BASE

SOCIAL MEDIA ██████████

RESEARCH ██████████

AP STYLE ██████████

WORDPRESS ██████████

PHOTOSHOP ██████████

EXTRACURRICULARS

MA CONFERENCE FOR WOMEN · 2014–DATE

SOCIAL MEDIA TEAM + VOLUNTEER

NEW LEADERS COUNCIL, BOSTON · 2013

INSTITUTE FELLOW + FUNDRAISING CO-CHAIR