

## **Zoe Zinchook**

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### EDUCATION

#### **Bachelor of the Arts and Science**

Minor in Marketing

Saginaw Valley State University, University Center, MI

#### **Associate's in Arts and Science**

Northwestern Michigan College, Traverse City, MI

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### INTERNSHIPS

#### **Marketing Project Manager Intern**

Summer 2022 and 2023

Rocket Mortgage, Detroit, MI

- Supported cross-departmental projects by creating process documentation aligned with brand guidelines and contributing to the Client Testimonial Framework and review matrix
  - Selected as Pitch Project Leader, collaborating with fellow interns across marketing teams to develop and present strategic concepts and design ideas
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### LIVE EVENT OPERATIONS EXPERIENCE

#### **FICO World/Success Assistant Coordinator**

May 2025–Current

Remote (January–May) | On-site Conference Execution

- Created and managed production lists, signage plans, and branded assets for large-scale conference events
- Supported on-site execution across multi-floor conference venues, overseeing accurate placement and installation of signage, displays, and lightboxes
- Executed seamless signage transitions between sessions and conference days without disrupting attendees
- Collaborated with INNOV8 Inc., a global experiential exhibit and event agency, on digital displays, large screens, and video content during live events

#### **SVSU Hockey Livestream Production Manager**

September 2023–February 2025

Saginaw Valley State University, University Center, MI

- Coordinated live broadcast operations for collegiate hockey events, ensuring smooth setup, execution, and teardown

- Operated camera systems and managed live production timing to enhance viewer experience
- Monitored live feeds and adjusted coverage in real time during games
- Managed the team's online account during games to increase audience engagement

**SVSU Athletic Communications Department**

January 2023–August 2024

Saginaw Valley State University, University Center, MI

- Supported live athletic events through photography, videography, and real-time content delivery
- Collaborated with event staff to capture key moments and maintain consistent branding
- Edited and published event media under tight deadlines

**Ice Crew Member**

September 2022–April 2025

Saginaw Spirit Hockey Team, Saginaw, MI

- Supported live professional hockey events by maintaining safe, game-ready ice conditions
- Interacted with fans during intermissions to enhance the in-arena experience
- Worked as part of a fast-paced operations team during live events
- Watched the team win a Memorial Cup in 2024

**Student Success Ambassador**

August 2021–May 2022

Northwestern Michigan College, Traverse City, MI

- Planned and executed on-campus events in collaboration with two fellow student ambassadors, managing logistics and coordination under a tight budget
- Designed posters and created Instagram reels, posts, and stories to promote free, campus-wide events and drive student attendance

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REFERENCES

**Casey Hurbis**

Chief Marketing Officer, BetMGM

C: 616.214.5214

**Dante Dreher**

Program Director

14360 Barclay St.

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**Corey Graham**

SVSU Assistant Athletic Director for Communications

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