

Zoe Zinchook

1251 Wrenwood Dr., Troy, MI
(248-205-8504 | zinchookzoe77@gmail.com
www.linkedin.com/in/zoe-zinchook

EDUCATION

Bachelor of Art

Minor in Marketing

Anticipated: May 2026

Saginaw Valley State University, University Center, MI

Associate's in Science and Arts

Northwestern Michigan College

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

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

REFERENCES

Casey Hurbis

Chief Marketing Officer, BetMGM

C: 616.214.5214

Dante Dreher

Program Director

14360 Barclay St.

Dearborn, MI 48126

W: 313.618.6994

Corey Graham

SVSU Assistant Athletic Director for Communications

Ryder Center

7400 Bay Road

University Center, MI, 48710

W: 989.964.4053

cdgraham@svsu.edu