

Zoe Schafer

(973) 906-3500 • Morris County, NJ • zaschafe@syr.edu • zoeschafer.org

EDUCATION

Syracuse University - S.I. Newhouse School of Public Relations | Bachelor of Science in Public Relations May 2022
Finance and Investor Communications Emphasis
Marketing Minor - Martin J. Whitman School of Management

EXPERIENCE

Vice President of Risk Management April 2021 - Present
Alpha Chi Omega | Syracuse, NY

- Responsible for behavioral discipline and risk management of over 150 chapter women
- Crafts weekly presentations on mental health best practices
- Plans and executes two chapter-wide social events each week
- Leads a team of 10 chapter women in efforts to promote mental wellbeing and social inclusivity

Integrated Communications Intern June 2021 - August 2021
Real Chemistry | Remote - New York, NY

- Crafted LinkedIn posts and internal communications for an audience of more than 30,000
- Led a team of 9 interns to create an amplification campaign related to vaccine confidence, including final say on campaign execution and graphic design
- Created briefing documents for executive board members to aid in interview preparation
- Completed daily media monitoring and curated media reports upon major announcements

Public Relations Intern May 2020 - May 2021
Chelsea Music Festival | Remote - New York, NY

- Responsible for commenting and following on behalf of CMF on Facebook, Instagram and Twitter
- Participated in weekly team brainstorming meetings to generate fresh ideas for social media posts, events, merchandising and new sponsors
- Proactively researched and recommended joining Facebook groups resulting in a 165% increase in reach
- Partnered with outside vendors to design promotional merchandise for main audience and performers

Assistant Diversity, Equity and Inclusion Chair January 2020 - April 2021
Alpha Chi Omega | Syracuse, NY

- Hand selected as Alpha Chi Omega's first Assistant, Diversity, Equity and Inclusion Chair
- Responsible for the creation and presentation of Alpha Chi Omega's first ever Ethics and DEI statement
- Researched and planned five powerful BIPOC Women speaker events to educate and raise DEI awareness within the chapter and overall Greek Life community

INVOLVEMENT

SU Service Dogs

- Supporting service dogs in training through 5 hours of play time and supplemental training per week

EDGE PRSSA

- Planned and proposed a launch event of over 50 sponsors and guests for the new wing of the Everson Museum

SKILLS

Hubspot Certified | PESO Certified | Synplur Digital Intelligence Suite | Microsoft Word, PowerPoint and Excel | Adobe InDesign, Illustrator and Premiere | Facebook | Instagram | Twitter