

ZOË GOETZMANN

About Me:

Creative individual with a strong interest and background in the arts, fashion, marketing, public relations, writing, social media and digital media. Current freelance journalist with a desire to work in art, fashion, marketing, PR, magazine editorial and publishing. Current host of her own sustainable fashion podcast, *The (Un)Ethical Consumer*.

Contact Information

Email: zoegoetzmänn@gmail.com
Portfolio: zgoetzmänn.com
LinkedIn: <https://www.linkedin.com/in/zoegoetzmänn/>
Instagram: @byzoesera
Twitter: @byzoesera
The Artist Workspace Gallery Website:
www.theartistworkspacegallery.com

EDUCATION

CONDÉ NAST COLLEGE OF FASHION & DESIGN

MA Fashion Media Practice (Distinction) | 2019 - 2020

- Degree: Fashion Media Practice (Fashion Journalism)
- Condé Nast College Blog (Contributing Writer)
- Dissertation Project: Produced, edited and hosted my sustainable fashion podcast, *The (Un)Ethical Consumer*.
- Vogue Intensive Summer Course (Summer 2019)

SOTHEBY'S INSTITUTE OF ART

MA Art Business | May 2018

- Dissertation "Artists on Instagram: The Art World of Instagram" (Advisor: Derrick Chong)
- Coursework in art lending, art finance, art management, curating and art history

SARAH LAWRENCE COLLEGE

Bachelor of Arts | 2012 - 2016

- Concentration(s): Literature and History of Art
- Captain, Varsity Women's Golf Team
- (2014 - 2015): University of Oxford, Wadham College
- Member of Oxford Players, Fashion Contributor to *The Oxford Student*

LONDON SCHOOL OF ECONOMICS

Summer Study | 2013 - 2016

- Summer coursework in marketing, consumer behaviour, strategic management, e-business and statistics

WORK EXPERIENCE

DIRECTOR AND FOUNDER

The Artist Workspace Gallery | August 2020 - Present

- Founder and Director of London-based pop-up gallery and artist agency [for fine and digital artists].
- Duties include: 24/7 social media management, content creation, international art sales/shipping management, PR/marketing, pop-up venue allocation and event-planning.
- Hosted launch party consisting of +100 art and art world guests for gallery's first pop-up show; operated and managed retail and pop-up space in Stoke Newington in February 2022.
- Allocated all promotion for artists, artwork and show as seen in: *Sotheby's Magazine*, *Made In Bed* and the Condé Nast College of Fashion & Design Editorial, *CNC Graduate Launches Women-Led Online and Virtual Arts Initiative.wv*

FREELANCE JOURNALIST

Create! Magazine | September 2019 - Present

- Current staff writer for international art publication *Create! Magazine* and contributing writer to fashion magazine *Marchioness*.
- Pitch short and long-form stories and profile interviews related to art, fashion, business, social media, sustainability and technology.
- Previous articles and features published in: *Artsy.net*, *Condé Nast College (CNC) Editorial*, *The Psychology of Fashion (Tof)*.

SOCIAL MEDIA ASSISTANT

Yale School of Management | June 2019 - September 2019

- Produced social media series for Yale SOM Instagram (@yalesom) to promote art on the university's campus for incoming students (#yalesomart).
- Attended weekly content strategy meetings with Yale SOM marketing team.

SOCIAL MEDIA INTERN

Art Observed | June 2019 - August 2019

- Operated and provided daily and weekly visuals and editorial content for *Art Observed's* Instagram (@artobserved). Produced art and review coverage for latest gallery exhibitions in New York City and in London.
- Acted as liaison for galleries in the United Kingdom and in Europe for content submissions and potential collaborations.

SKILLS AND ABILITIES

Software: Microsoft Word, Microsoft Excel, Microsoft Power Point, Final Cut Pro 7 and X, Avid Pro Tools, Adobe Photoshop and Adobe, InDesign, Keynote, Google SketchUp, Hootsuite

Interests: Contemporary art, education, fashion, digital media, video production, podcast production, writing, travel

Languages: French (intermediate speaking and reading knowledge), Italian (basic speaking and reading knowledge)