

# Zoe Georgiou

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## PROFESSIONAL EXPERIENCE

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### Senior Graphic Designer

Liberty Energy | Denver, Colorado | September 2024 - Present

- Redesigned sales and marketing collateral, contributing to a 5% increase in client acquisition, directly supporting \$4.7B annual revenue.
- Spearheaded the branding & design strategy for the BHL Foundation, elevating corporate social responsibility efforts and driving \$300K+ in first-year donations.
- Unified branding and marketing efforts across multiple business divisions (PropX, LPI, LAET, Freedom Proppant), reinforcing vertically integrated strategy.
- Developed executive-level investor presentations, strengthening shareholder relations and supporting \$241M in returns via buybacks and dividends.
- Led and mentored a team of designers and communications specialists, fostering collaboration and professional growth to enhance brand consistency and cross-departmental alignment.

### Graphic Designer

Liberty Energy | Denver, Colorado | June 2023 - September 2024

- Strengthened corporate brand identity across print, digital, and investor communications.
- Implemented a project management platform, optimizing design workflows and boosting efficiency by 25%, reducing project turnaround time.
- Led creative direction for marketing campaigns, enhancing brand storytelling and increasing audience engagement across key business units.
- Designed high-impact recruitment and investor materials, improving company visibility and employer brand perception.

### Marketing Design Lead

JSC Impact | New York, NY (Remote) | September 2022 - May 2023

- Created investor presentations that contributed to securing over \$5M+ in funding, including a \$1M Series B round.
- Led a company-wide rebrand and website redesign, increasing brand consistency and engagement while driving a 35% increase in user engagement and a 50% boost in donation conversions.
- Designed marketing materials that helped clients raise over \$6M+ in donations and funding, amplifying outreach and brand impact for mission-driven organizations.

### Graphic Design Associate

JSC Impact | New York, NY (Remote) | July 2020 - September 2022

- Designed branding and marketing materials that increased visibility and audience engagement for social impact initiatives.
- Developed scalable design templates, reducing content production time for internal teams and clients.

### Marketing Graphic Designer

Hays Ventures | New York, NY | November 2018 - May 2020

- Designed multi-platform branding and marketing materials across print, social media, and corporate communications.

## SUMMARY

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Strategic Branding & Marketing Specialist with 10+ years of experience in brand development, marketing design, and creative leadership. Adept at transforming complex ideas into compelling visuals that drive engagement and revenue growth. Proven ability to lead high-impact design initiatives, optimize workflows, and deliver visually stunning, results-driven marketing campaigns. Collaborative leader with a passion for storytelling, design systems, and mentoring creative teams to enhance business success.

## SKILLS

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**Design & Branding:**  
Visual Identity, Logo Design, Corporate Branding, UX/UI, Data-Driven Design

**Tools & Tech:**  
Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects Premiere Pro), Figma, Wordpress, Sketch, Video Editing

**Marketing & Strategy:**  
Digital & Print Campaign Development, Social Media Content & Engagement Strategy, A/B Testing & Performance Optimization, Investor & Pitch Deck Design

**Leadership & Operations:**  
Team Leadership & Mentorship, Cross-Functional Collaboration, Design Process Optimization, Client & Stakeholder Communication