



Keiko Zoll Writer, Organizer, Changemaker

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Accomplished communications director and award-winning writer with extensive experience crafting engaging content and leading strategic communication initiatives. Proven expertise in driving brand awareness and fostering audience engagement through creative storytelling and compelling messaging strategies. Exceptional leadership skills in managing high-performing teams and delivering impactful results rooted in diversity, equity, inclusion, and justice.

🎓 EDUCATION

Bachelor of Arts, Communication Studies, *The College of New Jersey*

📁 PROFESSIONAL EXPERIENCE

METCO, Inc.

Director of Strategic Initiatives 07/2024 – present

- Oversee and support work streams related to organizational strategy development and implementation
- Provide programmatic oversight, coordination, and support for Racial Equity and Integration (REI) initiatives.
- Engage in and manage executive-level relationships with key stakeholders and constituents, including superintendents, state agencies, Board of Directors, lobbyists, local, state, and federal legislators

Executive Relations Manager 06/2023 – 06/2024

- Provided comprehensive executive-level administrative support to the President/CEO, ensuring seamless operations and efficient communication across the organization
- Served as primary liaison for 33 public school districts, fostering strong relationships and promoting collaborative initiatives for community impact
- Conducted research and analyze both the local and national school integration landscape to make programmatic and policy recommendations
- Provided extensive communications support, including media relations and planning, graphic design, and newsletter copywriting
- Coordinated three successful regional grassroots state budget advocacy campaigns including digital outreach, event planning, and media distribution by liaising with lobbyists, legislators, and school district leadership

Zoll Design & Consulting, *Principal* 11/2011 – Date

- Design and build robust digital marketing and content strategies to advance progressive causes
- Optimize, design, and build Wordpress websites and visual identity suites for startups, small businesses, nonprofits, individuals, and brands to elevate brand identity and awareness

Boston Schools Fund

Director of Communications 07/2020 – 07/2022

- Advanced organizational mission through strategic communications, branding, and press relations
- Developed content for BostonSchoolFinder.org and email newsletters

Marketing Manager, BostonSchoolFinder.org 07/2019 – 07/2020

- Developed marketing and content strategy for BostonSchoolFinder.org website
- Built organizational brand awareness through press relations strategy
- Provided social media account management, web and graphic design, and video production support

Red Tricycle, Editor

11/2017 – 04/2019

- Served as Managing Editor for 1,700+ contributor network
- Served as Assigning Editor covering daily news verticals in entertainment, health, work, travel, food, and commerce
- Edited and published 100+ pieces of content weekly

Bustle Digital Group, News Writer, Romper.com

10/2015 – 10/2017

- Wrote 4 to 6 daily articles for Romper.com covering breaking news, politics, feminism, health, social justice, parenting, lifestyle, and entertainment verticals via SEO-optimized copy, in-depth analyses and essays, and live event coverage

Fertility Planit, Director of Brand Strategy

11/2014 – 12/2016

- Developed startup brand strategies and articulated client brand identities
- Produced social, video, and digital content, with an emphasis on influencer campaigns, proposals, and pitch decks
- Produced campaign metric reports

NBC/Universal, Web Content Writer

09/2012 – 10/2015

- Wrote long-form TV episode recaps for multiple SyFy channel shows

Walt Disney Company, Blogger, DisneyBaby.com

03/2013 – 06/2015

- Wrote 4 to 6 blog posts monthly covering new product releases, product reviews, family and parenting content

RESOLVE New England, Director of Communications & Social Media

06/2011 – 12/2013

- Redesigned website and organizational logo
- Developed social media strategy and managed social media accounts

Tufts University: Office of Residential Life & Learning, Program Coordinator

09/2008 – 11/2011

- Oversaw residence hall student developmental programming and training for 100+ undergraduate Resident Assistants, graduate Residence Directors, and Faculty in Residence
- Produced departmental marketing materials, newsletters, and website updates

New England Institute of Art, Residence Life Coordinator

06/2007 – 08/2008

- Assigned and supervised shared traditional-style residence hall of approximately 150 students
- Co-supervised apartment-style residence hall of approximately 200 students, including conflict mediation and crisis response
- Hired, trained, and supervised team of 20 undergraduate Resident Assistants and Front Desk attendants

University of Maryland College Park: Office of Residential Life & Learning,

04/2006 – 06/2007

Administrative Operations Coordinator

- Reviewed and settled approximately 200 residential billing appeals annually
- Coordinated approval process of 1200+ early arrival students for the fall semester
- Managed an Assignments Office operations budget of \$70,000

✦ SKILLS

Adobe Creative Suite

AP & Chicago Styles

Branding & Identity

Content Marketing

Digital Marketing

Fact Checking & Research

Graphic & Web Design

Grassroots Organizing

Project Management

Public Speaking & Facilitation

Strategic Planning & Design

Video Scripting & Editing

Writing & Editing

♥ REFERENCES

Available upon request.