

# KLARA MOECKEL

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## EDUCATION

Columbia University	New York, NY
MS - Strategic Communications	2027
Fashion Institute of Technology	New York, NY
BFA - Advertising & Digital Design	2023
AAS - Communication Design	2021
<ul style="list-style-type: none"><li>Minors: Art History   Psychology   Communication   Creative Technology</li><li>Awards: Directors Award   Peter Vogel Gold Leadership Key</li></ul>	

## WORK EXPERIENCE

Product Development & Brand Strategy Associate   Orbit Innovations	New York, NY
<ul style="list-style-type: none"><li>Led buyer presentations to align on budgets, product strategy, and category direction, influencing seasonal assortments.</li><li>Ensured brand alignment &amp; feasibility by managing cross-functional development with manufacturing, costing, and licensing.</li><li>Served as a main point of communication between internal &amp; external teams, alignment, &amp; timely execution.</li></ul>	03.2025 - current
Product & Packaging Developer   iWorld	New York, NY
<ul style="list-style-type: none"><li>Managed multi-season product pipelines, overseeing 3D concept development and strategic packaging direction.</li><li>Built the Health &amp; Beauty section from scratch by identifying category gaps, analyzing rivals, and developing processes.</li><li>Implemented workflow systems that improved efficiency &amp; clarity across teams, strengthening cross-functional collaboration.</li></ul>	05.2023 - 03.2025
Packaging Designer   Enchanté Living	New York, NY
<ul style="list-style-type: none"><li>Developed packaging solutions aligned to brand identities, strengthening market differentiation and customer perception.</li><li>Collaborated with sales, &amp; production teams to align creative direction with business goals and operational feasibility.</li><li>Supported cross-functional brand initiatives by ensuring cohesive storytelling &amp; visual language across product lines.</li></ul>	12.2022-05.2023
Social Media Manager   Foundation PR	New York, NY
<ul style="list-style-type: none"><li>Produced strategic social content that increased engagement by aligning storytelling, trends, and brand messaging.</li><li>Supported campaigns by interpreting consumer behavior, platform insights, and brand voice guidelines.</li><li>Collaborated with PR &amp; marketing teams to craft cohesive strategies that enhanced visibility and audience connection.</li></ul>	08.2022 - 12.2022
Art Director Intern   Fingerpaint Group	Saratoga Springs, NY
<ul style="list-style-type: none"><li>Worked with a team of interns to help re-brand a non-profit account campaign to ensuring cohesive messaging.</li><li>Led client presentations and participated in pitches, collaborating closely with an art director.</li><li>Brainstormed innovative branding strategies for pharmaceutical clients to enhance market presence.</li><li>Designed ads, logos, products, and various deliverables to meet client needs and maintain brand identity.</li></ul>	06.2022 - 08.2022
Director of Communication & Secretary of Student Affairs   FIT SGA	New York, NY
<ul style="list-style-type: none"><li>Managed email communications, senate, &amp; council activities while also serving as a designer and social media coordinator.</li><li>Coordinated refunds for flight prices affected by COVID-related changes, ensuring responsive support for financial concerns.</li><li>Contributed to policy implementation and rebuilt the SGA website to improve student experience and governance.</li></ul>	09.2021 - 05.2022
Graphic Design Assistant & Secretary   FIT Student Life	New York, NY
<ul style="list-style-type: none"><li>Designed graphics for social media, flyers, and posters to promote campus events.</li><li>Assisted in organizing activities and answered student inquiries about clubs and campus life.</li><li>Enhanced student engagement and information through effective visual communication &amp; administrative support.</li></ul>	09.2021 - 05.2023
Manager   Sarabeth's West Restaurant	New York, NY
<ul style="list-style-type: none"><li>Trained employees for full role coverage and implemented operational improvements based on customer feedback.</li><li>Managed inventory by tracking accuracy, assessing variances, and analysing daily sales reports.</li><li>Set development goals for staff, upheld high business standards, and ensured adherence to company policies.</li></ul>	01.2021 - 08.2021

## SKILLS & INTERESTS

- Hard Skills: German | Adobe CS (Photoshop, Illustrator, InDesign, Dimension, InDesign, Premiere Pro, After Effects) | Figma | Microsoft Office
- Soft Skills: Problem-Solving | Communication | Adaptability | Time Management | Leadership
- Interests: Theater | Books | Baking | Cooking | Skiing | Knitting | Operas | Ballet | Trying Out New Things