

KLARA MOECKEL

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EDUCATION

Columbia University	New York, NY
MS - Strategic Communications	(in progress)
Fashion Institute of Technology	New York, NY
BFA - Advertising & Digital Design	
AAS - Communication Design	
• Minors: Art History Psychology Communication Creative Technology	
• Awards: Directors Award Peter Vogel Gold Leadership Key	

WORK EXPERIENCE

Product Development & Brand Strategy Associate Orbit Innovations	New York, NY
• Lead strategic alignment conversations across product, branding, and partners to ensure cohesive positioning and execution	03.2025 - current
• Develop & present brand & category narratives to buyers, aligning product direction & budget constraints	
• Help as a communication bridge between internal and external stakeholders, improving clarity, timelines, & decision-making.	
Product & Packaging Developer iWorld	New York, NY
• Managed multi-season product pipelines while guiding strategic direction for packaging & brand storytelling	05.2023 - 03.2025
• Built the Health & Beauty division by identifying market gaps, analyzing competitors, and defining category direction.	
• Introduced workflow systems that improved cross-team communication, accountability, and efficiency.	
Packaging Designer Enchanté Living	New York, NY
• Developed packaging concepts aligned with brand voice and consumer positioning, contributing to market differentiation.	12.2022-05.2023
• Partnered with sales and production teams to balance creative vision with operational feasibility.	
• Supported broader brand initiatives by maintaining consistent messaging and visual storytelling.	
Social Media Manager Foundation PR	New York, NY
• Produced strategic social content guided by audience insight, platform trends, and brand voice.	08.2022 - 12.2022
• Collaborated with PR and marketing teams to ensure cohesive messaging across campaigns.	
• Supported communications strategy by interpreting consumer behavior and engagement data.	
Art Director Intern Fingerpaint Group	Saratoga Springs, NY
• Participated in brand strategy development and campaign ideation for nonprofit and pharmaceutical clients.	06.2022 - 08.2022
• Led client presentations and contributed to pitches focused on messaging, positioning, and narrative clarity.	
• Collaborated with senior creatives to translate strategy into cohesive brand expression.	
Director of Communication & Secretary of Student Affairs FIT SGA	New York, NY
• Managed email communications, senate, & council activities while also serving as a designer and social media coordinator.	09.2021 - 05.2022
• Coordinated refunds for flight prices affected by COVID-related changes, ensuring responsive support for financial concerns.	
• Contributed to policy implementation and rebuilt the SGA website to improve student experience and governance.	
Graphic Design Assistant & Secretary FIT Student Life	New York, NY
• Designed graphics for social media, flyers, and posters to promote campus events.	09.2021 - 05.2023
• Assisted in organizing activities and answered student inquiries about clubs and campus life.	
• Enhanced student engagement and information through effective visual communication & administrative support.	
Manager Sarabeth's West Restaurant	New York, NY
• Trained employees for full role coverage and implemented operational improvements based on customer feedback.	01.2021 - 08.2021
• Managed inventory by tracking accuracy, assessing variances, and analysing daily sales reports.	
• Set development goals for staff, upheld high business standards, and ensured adherence to company policies.	

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