

# KLARA MOECKEL

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## EDUCATION

Columbia University  
MS - Strategic Communications

New York, NY  
(in progress)

Fashion Institute of Technology  
BFA - Advertising & Digital Design  
AAS - Communication Design

New York, NY

- Minors: Art History | Psychology | Communication | Creative Technology
- Awards: Directors Award | Peter Vogel Gold Leadership Key

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## 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 | Fingerprint 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.

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## 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