

Zoe Carter

Creative Strategist | Cultural & Audience Insights

(931) 247-2447 • zoeannecarter@gmail.com • www.by-zo.com/portfolio • New York, NY

PROFILE

Insights strategist who translates audience, cultural, and market signals into brand decisions. Builds trusted partnerships with marketing and creative leadership to turn fragmented data into a point of view teams act on and uses AI-augmented reporting to compress manual analysis so more energy goes toward interpretation and influence.

PROFESSIONAL EXPERIENCE

Manager, Audience & Creative Insights | Gap Inc. | New York, NY | Mar 2026 – Sept 2026

Role eliminated in a company-wide budget reduction that narrowed the team's remit.

- Translated fragmented audience signal into "Need States," a briefing framework giving brand marketers a decision-ready point of view on what consumer messaging needed to address; earned enough trust that marketers began pulling the materials seasonally for their own teams and creative/media agencies, with rollout to Gap international markets and testing for Old Navy in progress.
- Advised the CMO and marketing leadership on seasonal brand strategy, translating social listening & EMV, search insights, audience profiling, and market intelligence into a single point of view leadership used to shape decisions.
- Built prompt-engineered reporting workbooks that automated brand-love (BERA) tracking and thematic social listening synthesis, cutting production time from days to minutes and redirecting that time to interpretation and stakeholder-ready recommendations.
- Elevated Earned Media Value (EMV) visibility, incorporating it into Seasonal GTM Approval materials reviewed by the brand and company CEOs; advised on its inclusion as a measurement across Gap Inc.

Strategic Account Manager | Mobian | New York, NY | June 2025 – Feb 2026

- Served as the strategic translator between engineering and major publisher, brand, and agency clients, turning ad performance and campaign data into recommendations clients acted on, building the trust that kept accounts engaged through a startup's early product cycles.
- Shaped product direction by translating client and market feedback into prototypes for engineers, influencing what the SaaS platform built rather than just reporting user requests.
- Directed AI worker (autonomous agent) development for core client workflows, applying AI to accelerate mechanical execution so strategic account work could scale; advised on client strategy that increased a Fortune 100 CPG client's footprint by 5X in one fiscal quarter.

Senior Analyst, Global Research & Insights | Condé Nast | New York, NY | Jan 2024 – June 2025

- Advised executive stakeholders across Allure, Vogue, GQ, and Vanity Fair, translating insights programs and data partnerships into strategies that directly informed executive decision-making and brand messaging in market.
- Introduced third-party Earned Media Value (EMV) measurement to the commercial organization, building executive buy-in that drove adoption across secondary markets and influenced \$90M+ in revenue.
- Built bespoke audience forecasting models combining first- and third-party data, giving product teams a decision-ready view to inform testing strategy.
- Owned vendor relations with a SaaS partner to validate contextual video impacts, translating findings into pre-testing frameworks to shape subscriber growth and revenue strategy.

Analyst, Fashion & Luxury Marketing Strategy & Research | Condé Nast | New York, NY | May 2022 – Dec 2023

- Advised luxury fashion and beauty brand stakeholders on audience-first digital and print strategy, contributing to \$22M+ in proposed annual revenue through data-grounded recommendations.
- Built trusted relationships with sales and marketing teams around Vogue Runway, translating performance data into ROI narratives during key events; automated monthly media tracking, cutting manual input time 90%.

Research Analyst | Monument Economics Group | Washington, DC | June 2021 – May 2022

- Translated large, unstructured datasets into visualizations and summaries senior stakeholders and legal experts used directly to inform litigation strategy. Built data pipelines and automated standard reporting processes, freeing senior leadership and peers to focus on case strategy rather than manual production.

TECHNICAL LITERACIES

Analytics & Tools: Codex, Launchmetrics/DMR, ListenFirst, Radarly, DashSocial, CreatorIQ, SoPrism, Pinterest Trends, TikTok Marketscope, Google Trends, eMarketer, WGSN, Google Analytics, comScore, MRI Simmons, Google Data Studio, Parse.ly, Advanced Excel & Google Sheets, Python, Virtual Studio Code

Competencies: Strategic Recommendation Development, Stakeholder Trust-Building, AI-Augmented Reporting & Prompt Engineering, Data Storytelling, Measurement Framework Design, Social Listening

EDUCATION

The University of Tennessee, Knoxville | Bachelor of Arts in Economics | Aug 2017 – May 2021 | GPA: 4.00/4.00