

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
03.2025 - current

- Translated between creative, development, sales, licensing, manufacturing, & retail teams with different priorities, vocabularies, & definitions of successful work.
- Contribute to category planning by identifying competitive gaps, whitespace, audience signals, & opportunities across HBA.
- Built workflow & file-management systems that improved clarity, accountability, & communication across complex projects.

Product & Packaging Developer | iWorld

New York, NY
05.2023 - 03.2025

- Helped build & expand the Health & Beauty division while routines, standards, responsibilities, & working relationships were still being established.
- Managed simultaneous projects & coordinated creative development, buyer expectations, & retail positioning.
- Guided packaging & product storytelling across multi-season launches, helping define category positioning & brand expression.
- Created project-organization systems that supported shared language, decision-making, and smoother coordination as the department grew.

Packaging Designer | Enchanté Living

New York, NY
12.2022-05.2023

- Developed packaging concepts across multiple brands, with distinct visual languages, audiences, & inherited expectations.
- Collaborated with sales & design teams to translate brand identities into consistent packaging decisions.

Social Media Manager | Foundation PR

New York, NY
08.2022 - 12.2022

- Produced strategic social content guided by audience insight, platform trends, and brand voice.
- 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
06.2022 - 08.2022

- Participated in brand strategy development and campaign ideation for nonprofit and pharmaceutical clients.
- 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
09.2021 - 05.2022

- Managed email communications, senate, & council activities while also serving as a designer and social media coordinator.
- 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
09.2021 - 05.2023

- Designed graphics for social media, flyers, and posters to promote campus events.
- 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
01.2021 - 08.2021

- Trained employees for full role coverage and implemented operational improvements based on customer feedback.
 - 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

- **Strategy & Research:** Brand Positioning; Narrative Development; Audience Alignment; Category & Market Analysis; Competitive Mapping; Research Synthesis; Pitch Development; Cross-Functional Communication; Organizational Systems.
- **Technical:** Adobe Creative Cloud (Photoshop, Illustrator, Indesign, Dimension, Premiere Pro, After Effects); Figma; Microsoft Office;
- **Languages:** German (Native); English (Native-Level / Bilingual Proficiency).