

# klara moeckel

+1 (518) 871-3136 | moeckelklara@gmail.com | klaramoeckel.com | linkedin.com/in/klara-moeckel/

---

I'm drawn to the structure behind stories, how ideas are shaped, positioned, and translated for an audience. My background is in product and brand development, where I've worked across creative, commercial, and cross-functional teams. As I complete my MS in Strategic Communication at Columbia, I'm looking to move further into narrative-driven strategy within media and cultural industries.

---

## education

Columbia University	New York, NY
MS - Strategic Communications	2026
Fashion Institute of Technology	New York, NY
BFA - Advertising & Digital Design	2023
AAS - Communication Design	2021

- 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
<ul style="list-style-type: none"><li>• Lead development of buyer-facing decks, shaping product narratives that align creative direction with commercial goals.</li><li>• Contribute to licensing and category planning discussions, identifying competitive gaps and audience relevance.</li><li>• Bridge creative and operational teams, helping translate abstract concepts into structured, executable plans.</li><li>• Introduced workflow systems to improve clarity, accountability, and communication across departments.</li></ul>	03.2025 - current
Product & Packaging Developer   iWorld	New York, NY
<ul style="list-style-type: none"><li>• Contributed to building the Health/Beauty division by identifying market whitespace &amp; helping define category positioning.</li><li>• Guided packaging and product storytelling direction across multi-season launches.</li><li>• Helped align creative development with retail expectations to ensure cohesive brand expression.</li><li>• Took on expanded responsibilities beyond design, including buyer-facing support and cross-team coordination.</li></ul>	05.2023 - 03.2025
Packaging Designer   Enchanté Living	New York, NY
<ul style="list-style-type: none"><li>• Developed packaging concepts aligned with established brand guidelines and seasonal direction.</li><li>• Executed design revisions in collaboration with sales and production teams.</li><li>• Contributed to maintaining visual consistency across multiple product lines.</li></ul>	12.2022-05.2023
Social Media Intern   Foundation PR	New York, NY
<ul style="list-style-type: none"><li>• Created short-form social content aligned with brand voice and current platform trends.</li><li>• Assisted in analyzing engagement metrics to understand audience response.</li><li>• Collaborated with PR and marketing teams to support campaign visibility across digital platforms.</li></ul>	08.2022 - 12.2022
Art Director Intern   Fingerpaint Group	Saratoga Springs, NY
<ul style="list-style-type: none"><li>• Collaborated on brand strategy and campaign development for nonprofit and pharmaceutical clients.</li><li>• Contributed to pitch presentations by articulating creative rationale and positioning concepts.</li><li>• Assisted in translating strategic briefs into cohesive visual narratives.</li></ul>	06.2022 - 08.2022
Manager   Sarabeth's West Restaurant	New York, NY
<ul style="list-style-type: none"><li>• Led team operations and staff development in a high-volume hospitality environment.</li><li>• Managed daily performance reporting and workflow coordination.</li></ul>	01.2021 - 08.2021
Director of Communication & Secretary of Student Affairs   FIT SGA	New York, NY
<ul style="list-style-type: none"><li>• Managed student-facing communications across digital and print platforms.</li><li>• Contributed to governance initiatives and helped structure campus-wide messaging systems.</li></ul>	09.2021 - 05.2022

---

## skills & interests

CORE COMPETENCIES: Brand Positioning | Narrative Development | Audience Alignment | Cross-Functional Collaboration | Strategic Planning | Category & Market Analysis | Pitch Development

TECHNICAL SKILLS: Adobe CS (Photoshop, Illustrator, Dimensions, Premiere Pro) | Figma | Microsoft Office | German (Fluent)

INTERESTS: Theater | Books | Baking | Skiing | Knitting | Operas | Ballet | Trying Out New Things