ZOE GARRETT

WEB DEVELOPMENT | GRAPHIC DESIGN | PHOTOGRAPHY | E-COMMERCE

Texas | 254-606-9994 | zoecreationstudio@yahoo.com

Portfolio: https://zoescreationstudio.com

PROFILE

Texas-based web developer, photographer, graphic designer, and creative business owner with experience supporting six brands. I build websites and storefront pages, create the photography, logos, and graphics that give them their identity, and manage the day-to-day details behind an online business. My experience spans Shopify, WordPress, Amazon, Walmart, eBay, front-end development, SEO, product merchandising, campaign creative, photography, video, and business operations. I take a rough idea, product, page, or campaign through design, implementation, launch, and ongoing improvement.

EXPERIENCE AT A GLANCE

6 brands supported | 8,000+ Shopify products standardized | 6,000+ descriptions rebuilt | 57 duplicate titles corrected | 4 commerce channels

CURRENT CONTRACT

Contract Web Developer / E-Commerce Operator

SL Foam Industries | Current contract

- Run day-to-day web and e-commerce operations for SL Foam Industries under contract with the owners, managing the storefront, product presentation, content, customer inquiries, and site experience for custom EVA foam products.
- Manage customer paths for Sideline Foam and Ladder Ease, including FAQs, bulk orders, contact flows, product education, and the business and content needs that keep the site clear and useful.

Built the website and continue to manage it for the owners. Website: https://sl-foam.com

PROFESSIONAL EXPERIENCE

Digital Merchandise Coordinator / Web Developer

NitroDaves Group - Nitrous Outlet, Flo Supply, MethHeadz | 2026 (past role)

- Worked across the full digital commerce stack for three automotive performance brands: storefront UX, product data, merchandising, marketplaces, SEO, code, creative, promotions, and customer education.
- Standardized 8,000+ active Shopify products, rebuilt over 6,000 product descriptions, corrected 57 duplicate titles, and improved catalog structure, consistency, and customer-facing product information at scale.
- Supported multichannel catalog and listing work across Shopify, Amazon, Walmart, and eBay, including product content, marketplace readiness, listing quality, attribute and product-type troubleshooting, and bulk merchandising workflows.
- Built and refined Shopify landing pages, custom theme sections, promotional experiences, and mobile UX with Liquid, HTML, CSS, and JavaScript; diagnosed navigation, product-page, cart, fitment, and YMM issues.
- Improved technical SEO and discoverability with JSON-LD structured data, metadata, crawl and index controls, Open Graph and Twitter tags, content improvements, page audits, and performance-focused theme cleanup.
- Built HubSpot email HTML and campaign creative, produced sales banners and product education, and supported Google Ads reporting, SMS and loyalty initiatives, seasonal promotions, marketplace content, and cross-brand launches.

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CREATIVE BUSINESS & PROJECT OWNERSHIP

PROFESSIONAL EXPERIENCE / CONTINUED

Founder / Creative Director

Zoe's Creations - Online Storefront | 2019 - Present

- Founded and actively operate an online creative storefront combining graphic design, custom merchandise, apparel and print production, decals, labels, promotional pieces, photography, video, and made-to-order brand work.
- Design brand visuals, logos and supporting assets, apparel graphics, print-ready production files, product mockups, social creative, digital ads, web and email graphics, and customer-facing promotional materials.
- Own the complete client workflow from inquiry and concept development through pricing, quotes, revisions, invoicing, vendor coordination, production timelines, quality control, and final delivery.
- Produce and edit short-form video, campaign content, interviews, reels, photography, and event coverage, including stabilization, audio cleanup, pacing, question-card treatments, platform-ready exports, and delivery within real budgets and deadlines.
- Balance creative quality with budgets, margins, deadlines, rush production, customer expectations, sourcing, and fulfillment.

HOW I WORK

DESIGN + BUILD

Create the visual direction, build the Shopify or web experience, shape customer-facing copy, and troubleshoot the implementation.

IDEA TO LIVE

Take a project from rough idea to research, copy, design, code or build, launch, QA, reporting, and revisions. Finish the loop.

COMMERCE INSTINCT

Product content has to be accurate, listings have to work, pages have to convert, mobile has to behave, and buying has to feel easy.

CONTENT MACHINE

Graphic design, email creative, web banners, photography, video, reels, social assets, product education, promotional messaging, and campaigns.

MULTI-BRAND THINKING

Keep brands visually distinct while thinking about the real customer journey: search, click, questions, objections, confidence, checkout, and aftercare.

OWNER MENTALITY

Pricing, client communication, invoicing, vendors, production, timelines, margins, revisions, fulfillment, and accountability - not just the creative part.

BUSINESS & MERCHANDISING SCOPE

Managed millions of dollars' worth of website merchandise, connecting creative and technical work with the responsibility of maintaining a substantial online catalog.

My portfolio includes past automotive builds and websites I continue to manage outside the automotive sector. My work spans the customer journey from search and product education through checkout, fulfillment, and aftercare.

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TOOLS, PROJECTS & ADDITIONAL EXPERIENCE

CREATIVE + TECHNICAL TOOLKIT

GRAPHIC DESIGN: Brand assets, logos and supporting systems, apparel art, DTF and print files, decals and labels, mockups, social graphics, web and email creative, campaign graphics

WEB + CMS: Shopify, WordPress, Liquid, HTML, CSS, JavaScript, theme sections, landing pages, mobile UX, product-page troubleshooting, YMM and fitment support

E-COMMERCE: Digital merchandising, product data, catalog cleanup, description rebuilds, collections, promotions, conversion-minded UX, Shopify, Amazon, Walmart, eBay

MARKETING + SEO: SEO, structured data, metadata, content strategy, HubSpot email HTML, Google Ads reporting, SMS, loyalty, sales campaigns, product education

PHOTO + VIDEO: Photography, campaign and event coverage, short-form video, reels, interviews, editing, stabilization, audio cleanup, pacing, graphics, titles, platform exports

SELECTED PROJECT WORK

MULTI-BRAND COMMERCE + SEO - Created and refined brand landing experiences, product merchandising, technical SEO, mobile fixes, promotional pages, marketplace content, and customer education for Nitrous Outlet, Flo Supply, and MethHeadz.

CAMPAIGN CONTENT PRODUCTION - Planned, filmed, edited, and delivered campaign-focused interviews, short-form reels, photography, event coverage, graphics, and polished audio and video content across multiple filming days.

CUSTOM MERCHANDISE + PRINT - Developed client artwork and production-ready assets for apparel, hats, totes, tumblers, decals, labels, and promotional merchandise while coordinating sourcing, production, revisions, and delivery.

EMAIL + PROMOTIONAL CREATIVE - Built HubSpot email creative and HTML, sale campaigns, banners, product-focused messaging, SMS and loyalty support, and conversion-oriented promotional content across multiple brands.

Website builds: SL Foam Industries; A Cook Named Rebecca; Nitrous Outlet automotive landing page; Flo Supply builder landing page; Custom Hose Builder. Photography, graphics, and logo design support website and brand presentation.

ADDITIONAL EXPERIENCE

Administrative Support Specialist | Texas Railroad Commission | 2022 - 2026

Key Holder / Operations Leader | Doghouse Sports Bar & Grill | 2026

Bartender | Cricket's Grill & Draft House | 2026

Key Holder / Bartender | Erler's Texas Tavern | 2025 - 2026

Sales Representative | Altman Plants | 2019 - 2021

Medication Assistant | Knopp Assisted Living Center | 2015 - 2018

Bartender | Mama's Place - Mexia | Current / occasional

EDUCATION

B.S. Psychology - In progress | Expected May 2029 | Dean's List every semester

High School Diploma