

CLAIRE VAN NESS

Marketing Specialist

Professional Summary

Marketing Specialist with experience in digital marketing, content creation, social media strategy, and SEO-driven website copy. Proven ability to build brand presence, grow engagement, and support clients from early-stage strategy through execution.

CONTACT

510-599-4717

claireevanness@gmail.com

San Francisco, CA

EDUCATION

Boston University

B.S in Advertising, Minor in Journalism
GPA: 3.8 | Graduated May 2023

SKILLS

- Digital Marketing & Content Strategy
- Social Media Management (Content, Analytics, Scheduling)
- SEO Copywriting & Website Content
- Email Marketing (HubSpot, Templates, Campaigns)
- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, Lightroom)
- Canva, Figma, Google Workspace

REFERENCES

Joan Beeson, Creative Director
Email: joan@multimindmedia.com

Sarah Holliman, Marketing and Communications Executive
Email: sholliman@headroyce.org
Phone: (510) 508-0774

Kate Wilson, Senior Marketing Executive
Email: kate.wilson@headbox.com

STUDY ABROAD

- London Internship Program (Fall 2022)
- Barcelona: Art & Architecture
- Housing Crisis Comparative Study (Oakland, Berlin, Prague)

Portfolio: clairevanness.com

WORK EXPERIENCE

Freelancer, Marketing Consultant | San Francisco, CA

June 2025 - Present

- Built a consulting brand from the ground up, including website design, copywriting, and LinkedIn optimization
- Developed and executed marketing strategies that resulted in 5+ new clients within one month
- Created website copy, visuals, and brand messaging to establish a strong online presence
- Independently learned and implemented new tools and platforms to support client goals
- Strategized next steps and long-term marketing plans for an early-stage business

Marketing Specialist, MultiMindMedia | Boston, MA

Sept. 2023 - May 2025

- Developed SEO-optimized website articles to improve search visibility and online performance
- Created, managed, and edited content across social media platforms to drive engagement
- Collaborated on email marketing campaigns, including copywriting, template design, and strategic scheduling
- Supported client relations by writing press releases, curating content, and presenting campaign ideas
- Worked cross-functionally to deliver cohesive branding across social, email, and web channels

Marketing Assistant, Sierra Roofing CO | Dublin, CA

June 2021 - Aug. 2021

- Managed the company's digital platforms, including the website and social media channels to, enhance brand visibility and engagement with existing and new clients.
- Started and ran their email marketing to existing and new clients (created template & wrote weekly copy).
- Assisted in every step of social media creation from content & caption to strategic posting and tracking analytics to website.

INTERNSHIP EXPERIENCE

Copywriter Intern, HeadBox | London, UK

Sept. 2022 - Dec. 2022

- Wrote and edited website content tailored to target audiences with SEO best practices
- Proofread and optimized existing content for clarity, tone, and consistency
- Conducted research and contributed creative ideas for digital and social media campaigns
- Collaborated with team members to execute marketing strategies across platforms

Marketing Intern, Head Royce School | Oakland, CA

June 2022 - July 2022

- Executed multi-channel marketing campaigns to support school programs and initiatives
- Gathered and created content (photos, videos, testimonials) for social media and communications
- Coordinated with internal teams to ensure consistent branding and messaging
- Updated website content and written materials for students, faculty, and alumni

Social Media Intern, 440 Creates Agency | San Leandro, CA

June 2021 - Aug. 2021

- Assisted in social media campaign planning, content creation, and strategic posting
- Conducted research on influencers and brands to support event marketing initiatives
- Collected and analyzed social media analytics to inform future content strategies
- Gained hands-on experience using tools such as Canva, Figma, and Microsoft Teams

Additional Experience

- Server, LifeAlive** (Jan. 2023 - May 2023) – Delivered high-quality customer service in a fast-paced environment while supporting team operations
- Sales Associate, Point Reyes Cheese Co** (June 2021 - Aug. 2023) – Provided product education and personalized customer support and represented the brand at food conferences and events, engaging with customers and industry professionals