

CLAIRE VAN NESS

ADVERTISING

CONTACT

☎ 510-599-4717
✉ claireevanness@gmail.com
📍 San Francisco, CA

SKILLS

- Adobe Suite: Photoshop, Lightroom, Premiere Pro, Illustrator
- Proficient in Google Docs, Canva, Keynote, Figma, Hubspot
- Strong communication, project management, and social media skills

EDUCATION

Boston University
Major: Advertising
Minor: Journalism
Graduated May 2023

STUDY ABROAD

- **Housing Crisis Comparison with Oakland in Berlin and Prague**, April 2019
- **Art and Architecture Class in Barcelona**, July 2017
- **London Internship Program**, Fall 2022

REFERENCES

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

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

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

Leslie Powell, Assistant Lower School Head
Email: lpowell@headroyce.org

OBJECTIVE

Dynamic and results-driven professional with a Bachelor's degree in Communication: Advertising and a Minor in Journalism from Boston University. Experienced in marketing, digital media, and content creation. Seeking to leverage skills and experiences in a dynamic work environment that values creativity and innovation.

INTERNSHIP EXPERIENCE

Intern, HeadBox, London, UK

Sept. 2022 - Dec. 2022

- Crafted compelling and engaging website content tailored to target audience, incorporating SEO optimization
- Edited and proofread existing website content to ensure accuracy, consistency and readability
- Conducted research on London venues, gathering insights to inform content creation
- Contributed creative ideas and strategies to social media campaigns, collaborating with team to execute digital marketing strategies.

Intern, Head Royce School, Oakland, CA

June 2022 - July 2022

- Managed and executed multi-channel marketing campaigns, leveraging various platforms to reach target audiences and achieve campaign objectives.
- Coordinated meetings and collaborated with cross-functional teams to ensure alignment and successful execution of marketing initiatives.
- Created and updated pamphlets and PDF documents targeted at existing clientele, effectively communicating school programs, events, and services.

Intern, 440 Creates Agency, San Leandro, CA

June 2021 - Aug. 2021

- Conducted comprehensive client research to gather insights and data, providing valuable information to support strategic decision-making and client communication.
- Collaborated with the creative team on various projects, contributing ideas, concepts, and designs to enhance project outcomes and meet client expectations.

WORK EXPERIENCE

Marketing Specialist, MultiMindMedia, Boston, MA

Sept. 2023 - May 2025

- Developed and optimized SEO-focused website articles, leveraging keyword research and content strategy to boost online visibility and search engine rankings.
- Contributed creative ideas and strategies to social media campaigns, managing content development for various platforms to drive engagement.
- Collaborated on email marketing, design strategy, and client relations, writing press releases, curating content, designing social posts, and presenting ideas to clients in meetings.

Server, LifeAlive, Boston, MA

Jan. 2023 - May 2023

- Delivered exceptional customer service by providing personalized assistance to guests, addressing inquiries, and ensuring a positive dining experience.

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 among clients.
- Helped in every step of social media creation from content curation and caption to strategic posting and analyzing analytics.

Sales Associate, Point Reyes Cheese Co, Point Reyes, CA

June 2021 - August 2023

- Provided exceptional customer support by guiding customers through product selections and answering inquiries about our diverse range of cheeses.
- Actively participated in food conferences and events, representing the company by showcasing products, engaging with attendees, and providing in-depth knowledge about our cheeses.

Receptionist, Signature Development Group, Oakland, CA

Jan. 2019 - Aug. 2021

- Facilitated client communication by greeting visitors, addressing inquiries, and providing information about company services and policies professionally and courteously.
- Demonstrated strong organizational and multitasking skills, prioritizing tasks effectively to meet deadlines and support team productivity.