

CLAIRE VAN NESS

Communications Specialist

PROFESSIONAL SUMMARY

Marketing and Communications professional with experience supporting schools, managing communications, coordinating outreach initiatives, and building relationships with diverse communities. Skilled in project coordination, content creation, database organization, and cross-functional collaboration. Known for providing exceptional customer service, creating welcoming experiences, and managing multiple priorities with professionalism, warmth, and detail-oriented.

CONTACT

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✉️ clairevanness@gmail.com

📍 San Francisco, CA

EDUCATION

Boston University

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

SKILLS

- Digital Marketing & Website Management
- 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
- Microsoft Office

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

- Partner with clients to develop communication strategies that strengthen relationships with customers and community stakeholders.
- Coordinate multiple client projects simultaneously while managing timelines and priorities.
- Create marketing materials, websites, and digital communications tailored to target audiences.
- Analyze marketing performance and recommend improvements based on engagement data.
- Build trusted relationships with clients through consistent communication and project management.

Marketing Specialist, MultiMindMedia | Boston, MA

Sept. 2023 - May 2025

- Managed communications across websites, email campaigns, and social media for multiple clients.
- Coordinated with designers, writers, and clients to deliver cohesive marketing campaigns.
- Maintained client relationships while balancing multiple projects and deadlines.
- Tracked campaign performance and presented recommendations using engagement data.
- Collaborated across departments to ensure consistent messaging and branding.

Marketing Assistant, Sierra Roofing CO | Dublin, CA

June 2021 - Aug. 2021

- Managed website and digital communications for prospective and existing customers.
- Coordinated weekly email communications and customer outreach campaigns.
- Maintained accurate website content and marketing materials.
- Monitored engagement metrics to improve communication effectiveness.
- Gathered content on job sites with a camera and drone to further brands messaging and customer outreach.

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, brand and consistency.
- Conducted research and contributed creative ideas for digital and social media campaigns.
- Collaborated with team members to execute marketing strategies across platforms.
- Executed 12 well written articles each week and published them on the HeadBox website.

Marketing Intern, Head Royce School | Oakland, CA

June 2022 - Aug 2022

- Supported marketing and communications initiatives serving students, families, faculty, and alumni.
- Created digital and print communications promoting school programs and events.
- Coordinated with administrators and internal departments to ensure consistent messaging.
- Gathered photography, video, and written content highlighting school life and community engagement for the Heads Up program.
- Updated website content and communications materials for prospective and current families.
- Assisted with projects supporting school outreach and community engagement efforts.

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.