

Claire Freeman

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WORK EXPERIENCE

Freelance Contractor

Los Angeles

Web Developer

3/2023 - Present

- Developed dynamic and responsive websites using React, ensuring optimal site performance, functionality, and aesthetic appeal.
- Applied UX/UI design principles to enhance user experience, incorporating client feedback and specifications to deliver tailored solutions.
- Leveraged AI SEO tools (e.g., Surfer SEO, Jasper, or Frase.io) to optimize web content structure and metadata for search visibility and improved organic traffic.

Self-Employed

Los Angeles

Independent Content Creator

4/2024 - Present

- Launched and grew a content brand across YouTube and TikTok, growing a YouTube channel from 0 to 12,700+ subscribers through SEO-optimized video content and audience targeting.
- Consistently tracked and analyzed key performance indicators (KPIs) across YouTube, Instagram, and TikTok using platform-specific analytics to understand audience behavior, content performance, and growth trends.
- Optimized video content for search engines (YouTube SEO, TikTok SEO) by utilizing relevant keywords, descriptions, and tags to improve discoverability and organic reach.

Private Client

Los Angeles

Personal Business Manager

8/2023 - 4/2024

- Managed personal finances, including budgeting, bill payments, expense tracking, to ensure financial stability and adherence to budgetary constraints.
- Directed all aspects of household and personal staff management, overseeing recruitment, onboarding, performance, and coordinated scheduling to guarantee seamless daily operations and provide comprehensive support.

RobinGood Foods/Start-Up

Sacramento

Marketing Associate

12/2021 - 12/2022

- Spearheaded the design overhaul for the company logo and product packaging, overseeing the project from inception to execution, ensuring alignment with brand identity and market positioning.
- Designed and developed a custom marketing website using HTML, CSS, and JavaScript, incorporating brand visuals, responsive layouts, and multimedia content.

Rogers Media Company, Inc.

Sacramento

Business Analyst

10/2020 - 12/2021

- Conducted SEO analytics and assisted with inbound and outbound marketing campaigns, which contributed to a 32% increase in inbound marketing inquiries over six months.
- Researched Out of Home (OOH) inventory on behalf of RMC clients to support strategic campaigns and presented recommendations to clients for review.
- Managed all inbound traffic from the website and handled all inquiries resulting from campaigns.

Unearth Campaigns

Sacramento

Marketing Intern

5/2018 - 8/2018

- Created and presented public service-related client storyboards to senior management that included social content videos and other media platforms.

EDUCATION

Clemson University

Clemson, SC

Bachelor of Science, Economics

UC Berkeley Full-Stack Developer Certificate

SKILLS

Inbound Marketing, Content Strategy, SEO & Link Building, Project Management, Cross-Channel Campaigns, Google Analytics, Email Marketing, YouTube & Social Media Growth, Web Development (HTML, CSS, JavaScript, React), Video Editing, Brand Identity, AI Productivity Tools