

# Claire Ferrin

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## EDUCATION

**Florida International University (FIU)**  
**Bachelor of Arts in Asian Studies and Sociology**  
**Minor: Social Media and E-Marketing Analytics**

Miami, Florida  
December 2020

- Summa Cum Laude, Phi Beta Kappa, 3.96 GPA, and Dean's list every semester
- Asian studies focused on history, language, culture, geography, and society
- Two years of Japanese language study
- Sociological studies focused on survey techniques, statistical sampling, and data analysis
- Minor studies focused on digital marketing, analytics, and social media management

## EXPERIENCE

**National Security Agency (NSA) – Multidisciplinary Language Analyst** 02/28/2022 – Present

- Holds active Top Secret level security clearance and completed full scope polygraph
- Training in Chinese (Mandarin) language for operational use

**Freelance – Video Game Journalist** 11/21/2013 – Present

- Published 500+ game reviews, articles, and other features in both written and video format
- Sites include: [ScreenRant.com](https://www.screenrant.com), [cublikefoot.com](https://www.cublikefoot.com), and others
- Collaborate with video game publishers and PR firms to get games featured

**YouTube – Content Creator** 01/02/2010 – Present

- Actively produce game-related videos for two separate gaming channels
- Design branding, configure metadata for SEO, and manage monetization
- Created an active community of followers on both YouTube and external social platforms

**US Department of Veterans Affairs (VA) – Social Media Intern** 09/13/2019 – 05/28/2020

- Actively moderated VA social media feeds and acted on posts as necessary
- Posted content to VA social media channels to drive engagement
- Increased follower count by 20,000 on Facebook and 10,000 on Twitter
- Spearheaded new workflow method for sourcing content for all VA social channels

## CERTIFICATIONS

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| • Social Media Marketing                         | 11/26/2020 |
| • Google Analytics                               | 10/06/2020 |
| • Content Marketing                              | 09/25/2020 |
| • Inbound Marketing                              | 09/07/2020 |
| • Excel 2016 Essential Training                  | 01/07/2019 |
| • Time Management Fundamentals                   | 11/27/2018 |
| • Visual Communication using Adobe Photoshop CS4 | 05/28/2013 |

## SKILLS

- **Software:** Adobe Suite, Docker, Linux, Microsoft Office, Windows, Vegas Pro
- **Platforms:** Facebook, Instagram, Reddit, Snapchat, Twitter, WordPress, YouTube
- **Industry Knowledge:** Anime, digital media, film, social media, television, video games