

CLAIRE GARVAIS

DIGITAL MARKETER

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SUMMARY

What I do: I use a creative, data-driven approach to grow audiences, increase engagement, and boost revenue.

My specialties: email marketing, social media management, marketing analysis

My superpower: I can break down complicated concepts and communicate them in a way that will make sense and inspire action from my target audience.

WORK EXPERIENCE

Director of Communications

Santa Barbara Wildlife Care Network

Goleta, CA | September 2019 - January 2021

- Oversaw entire online presence including all social media channels and website
- Wrote and sent e-newsletters to list of 4,500 with 30.5% avg. open rate, 5.2% avg. click rate
- Managed social media presence of 14,600 total followers with 9.27% Instagram engagement rate
- Generated a wide array of content including videos, graphics, blog posts, print material, and more
- Produced first online Benefit for Wildlife event and raised over \$100,000 in under 48 hours
- Created and executed Giving Tuesday 2020 email & social media campaign. Raised over \$52,000 in under 36 hours.

Communications & Development Coordinator

Santa Barbara Wildlife Care Network

Goleta, CA | June 2018 - September 2019

- Hired and directly supervised four communications interns
- Edited and updated three organization websites on WordPress, Wix, and ArcGis
- Oversaw data migration of 6,000 contacts to new donor CRM and trained staff to use it
- Designed fundraising, marketing, and educational materials, including quarterly newsletters mailed to 3,000+ recipients
- Gave wildlife presentations to 1,100+ students and adults per year

Communications & Digital Marketing Intern

Santa Barbara Wildlife Care Network

Goleta, CA | September 2017 - June 2018

- Created content for social media channels
- Spearheaded targeted digital fundraising and outreach campaigns

Box Office Associate

The Granda Theatre

Santa Barbara, CA | June 2016 - August 2017

- Processed ticket sales in person and over the phone
- Handled complicated transactions and maintained customer satisfaction

EDUCATION

University of California, Santa Barbara

Santa Barbara, CA

Bachelor of Arts Global Studies, Music
Studies (June 2018)

Magna cum laude

SKILLS

- Google Analytics (**certified**)
- SEO
- Email Marketing
- Web Design
- HTML/CSS
- Facebook Ads
- Social media management
- Mailchimp
- WordPress
- Sprout Social
- Microsoft Office Suite
- Google Apps