


# CLAIRE GARVAIS


## DIGITAL MARKETER

### INFO

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### EDUCATION

#### University of California, Santa Barbara - 2018

Global Studies, Music Studies  
Bachelor of Arts  
magna cum laude. 3.84 GPA

### SKILLS

- Social Media
- Press Relations
- SEO
- Email Marketing
- Web Design
- Graphic Design
- Content Creation
- Event Coordination
- Conversational Spanish

### SOFTWARE

- HTML/CSS
- Mailchimp
- Wordpress
- Canva
- ArcGis Story Maps
- Basic JavaScript
- Google Analytics
- Facebook Ads
- Sprout Social
- Google Apps
- Microsoft Office Suite

### SUMMARY

Dynamic digital marketer and communicator experienced in content creation, social media management, press relations, and web design. Actively seeking opportunities in the Seattle area.

### WORK HISTORY

#### Director of Communications

##### *Santa Barbara Wildlife Care Network*

Goleta, CA | September 2019 - January 2021

- Oversaw and managed entire online presence, including Wordpress website and social media platforms, resulting in
  - 10x growth on Instagram
    - 2x nominated for best Instagram in Santa Barbara
  - 5x growth on Facebook
  - 5x growth of email marketing list
- Increased organization's yearly donation stream by 3x
- Kept donor retention rate >48%
- Strengthened relationships with local media. Authored weekly column.
- Produced virtual benefit event raising over \$100,000

#### Communications & Development Coordinator

##### *Santa Barbara Wildlife Care Network*

Goleta, CA | June 2018 - September 2019

- Hired and directly supervised 4 communications interns
- Managed Wordpress website, Wix ecommerce site
- Sent biweekly e-newsletter using Mailchimp -- avg. open rate: 30.6%
- Designed fundraising, marketing, and educational materials
- Curated and ran wildlife education program

#### 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