

CLAIRE GARVAIS


DIGITAL MARKETER

INFO

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 (858) 335-1342

 1011 N. 36th St
Seattle, WA 98103

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