

Chloe Fitzgibbons

Harvard, MA | chloe.fitzgibbons@gmail.com

Education

Boston College, Morrissey College of Arts and Sciences; Chestnut Hill, MA May 2023

Bachelor of Arts (anticip.) Summa Cum Laude in Communication, Minors in Marketing & French | GPA: 3.92 / 4.00

Honors & Awards:

- Dean's List First Honors 2019 - 2022
- Certificate for Excellence in Academic Performance - Boston College French Faculty S. 2020/S. 2021
- Lambda Pi Eta - Communication Honors Society Inducted S. 2021
- Alpha Sigma Nu - National Jesuit Honors Society Inducted S. 2022

Relevant Experience

Streamforge

(Remote)

Business Development Assistant

May 2022 - Aug. 2022

- Independently managed 17 prospective client accounts with the goal of onboarding them as official clients
- Formulated client contracts and communicated with prospects to close deals resulting in successfully booked client meetings, with some notable accounts possessing individual campaign budgets extending to \$150,000
- Developed company's brand voice, online persona, and B2B strategy to create a consistent online presence and form a solid branding guide for the company to refer to for all future B2B communications
- Created copy for the company to use in social media posts, pitch decks, and website pages
- Designed website wireframes that were used to revamp the company's website, provided recommendations for new pages to be added in the future, and redesigned the company's pitch deck in order for the presentation to be more in line with branding standards and to more clearly communicate with clients
- Coordinated company's networking opportunities which included extensive industry event research, booking the co-founder on podcasts, and managing an external consultant project to develop a company newsletter

Boston College Center for Corporate Citizenship

Chestnut Hill, MA

Design and Marketing Assistant

Jan. 2021 - Present

- Ideate quarterly magazine layouts in InDesign incorporating articles, photography, and infographic art
- Draft cover images in Illustrator for magazines to provide ideas and content for future use with part of my design being incorporated into the chosen final article cover in the 2021 spring edition
- Write 1 article per seasonal magazine centered around a topic in the field of corporate citizenship requiring research into the featured member companies' recent activities in the field
- Create new web components using Photoshop and InDesign to be used in conference announcements as well as working with organization templates to design new social media images in Illustrator for future postings
- Assist department leaders with annual conference preparation including digital, print, and physical materials

Bastille, MachineBlack

(Remote)

Independent Marketing Consultant & Contractor

Jul. 2020 - Present

- Work directly with the CMO to evaluate customer pain points, design and implement a research and marketing plan for the client, and conduct continued market research to support our recommendations with industry financial data, trends, and key players across verticals to present our findings to clients
- Review webinars, presentations, and company materials to develop datasheets and whitepapers summarizing a product or webinar while also creating effective layouts to best present information
- Design publication and social media graphics while revitalizing social media to boost webinar attendance

Skills & Interests

Technical: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Microsoft Suite, Google Suite, Google AdWords, Canva, SEO, WordPress, HubSpot, Salesforce, Qualtrics, SPSS, photography and video production, CRM

Language: Working proficiency in both French and Spanish (in addition to coursework in both areas)

Interests: Digital Design, Animation, Acoustic Guitar, Indie Art Video Games

Relevant Course Work

Honors Communication Thesis, Marketing Principles, Customer Research & Insights for Marketing Decisions, Heritage Marketing, Consumer Behavior, Animation, Digital Media Field Production, Financial Accounting