

# CLARE VARELLAS

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## EDUCATION

### Medill School of Journalism, Media, Integrated Marketing Communications

#### Northwestern University

Evanston, IL; anticipated June 2018

**Bachelor of Science** in journalism with a **minor** in Spanish and a concentration in computer science (**GPA: 3.7/4.0**)

**Master of Science** in journalism with a **specialization** in media innovation and entrepreneurship

#### Universitat Pompeu Fabra

Barcelona, Spain; June-July 2016

## RELEVANT EXPERIENCE

### Northwestern University Journalism Residency Program, Menlo Park, CA

March 2017-June 2017

#### Spring Quarter Public Communications Intern at Instagram

- Will develop and draft tech and consumer pitches, research and write company engineering blog posts and conduct competitive research

### North by Northwestern, Northwestern University, Evanston, IL

#### Managing Editor (previously Entertainment Editor and Writer)

September 2016-December 2016

- Edited and published 15 stories a week for Northwestern's leading independent online publication
- Oversaw a staff of 60 students and the development of a new Science & Technology section
- Previously assigned, guided, edited and published over 40 stories covering on- and off-campus entertainment from April to June 2016

### Reader's Digest, New York, NY

#### Contributor

March 2016-October 2016

- Regularly (approximately every two weeks) contributed reader-oriented health pieces to provide online readership of 8 million monthly unique visitors with an understanding of a variety of nutritional and physical health issues

### ProMazo, Inc., South Bend, IN

#### Member, Content Creation and Branding Team

September 2016-present

- Assist in running the content and branding of a two-year-old company that sources, hires and mentors college students to complete tasks for major corporations
- Draft monthly email newsletters for potential clients at Oracle, Bank of America, Whirlpool and other companies
- Wrote pieces picked up by LinkedIn Pulse with thousands of views and responses from representatives at Google, Best Buy, Caterpillar, Aetna, Leo Burnett and others

### Mary & Leigh Block Museum, Northwestern University

#### Communications Intern

September 2015-April 2016

- Managed the official museum website, creating verbal and visual content to publicize events and exhibitions

### ZOZI, San Francisco, CA

#### Editorial Intern

June 2015-August 2015

- Researched, wrote, edited and formatted stories for the newly-launched journal of ZOZI.com, a startup that markets and sells experiences and gear in global cities and was ranked 17<sup>th</sup> on Forbes' list of "America's Most Promising Companies" in 2015

## LEADERSHIP EXPERIENCE

### Wildcat Welcome, New Student & Family Programs, Northwestern University

#### Peer Adviser

September 2015-present

- Introduced two 14-member groups of first-year students to Northwestern University during 8-day orientation programs in fall 2015 and 2016, establishing one-on-one relationships with each student to ease the transition to college

## SKILLS

Publishing: Microsoft Office, *The Associated Press Stylebook*, MailChimp, Adobe Creative Suite  
Coding: HTML, CSS and basic Python  
Social Media: Hootsuite, Instagram, Facebook, Twitter, YouTube, Vimeo, Tumblr, LinkedIn, Snapchat  
Language: Proficient in Spanish (8 years of coursework plus travel in Latin America and Spain)