

# CLARE VARELLAS

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Permanent Address: 3702 Happy Valley Road, Lafayette, CA 94549

## EDUCATION

### **Medill School of Journalism, Northwestern University**

Evanston, IL; Anticipated June 2018

**Bachelor of Science** in Journalism with **concentrations** in Spanish and Computer Science

**Cumulative GPA:** 3.72/4.00

**Relevant Courses:** Journalism in Practice, The Bloomberg Way, Fundamentals of Computer Programming

### **Universitat Pompeu Fabra**

Barcelona, Spain; June-July 2016

**Relevant Courses:** Spanish Grammar, Conversation, Culture

## RELEVANT EXPERIENCE

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

*Member, Content Creation and Branding Team*, September 2016-present

- Creates content and branding media that showcase two-year-old company's innovative approach to revolutionizing the job recruitment industry, researching and implementing strategies to reach the greatest number of college students and potential clients. Has written several pieces picked up by LinkedIn Pulse with thousands of views

### **North by Northwestern**, Northwestern University

*Managing Editor*, September 2016-present (previously *Entertainment Editor* and *Writer*)

- Strategizes with editors and writers to create the most relevant, insightful and thorough content for a student readership, in addition to overseeing the development of a new Science & Technology section. Previously assigned, guided, edited and published over 40 stories covering on- and off-campus entertainment during spring quarter 2016

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

*Contributor*, March 2016-present

- Regularly (approximately every two weeks) contributes 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

### **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
- Formulated strategies to encourage greater student participation in programming through website and social media

### **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 at Northwestern's Medill School of Journalism to the 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

### **Associated Student Government**, Northwestern University

*Member of Services Committee*, September 2014-June 2015

- Designed and maintained website for Haley Hinkle and Chris Harlow's campaign for student body president and vice president in April 2015, in addition to contributing to a number of web-based projects benefitting the student body

## SKILLS

Publishing:	Microsoft Office, experienced with the content of <i>The Associated Press Stylebook</i>
Coding:	basic HTML, CSS and Python
Social Media:	Instagram, Facebook, Twitter, YouTube, Vimeo, Tumblr, LinkedIn
Language:	Proficient in Spanish (8 years of coursework plus travel in Latin America and Spain)