

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

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

Universitat Pompeu Fabra

Barcelona, Spain; June-July 2016

RELEVANT EXPERIENCE

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 creation 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
- 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 17th 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

Associated Student Government, Northwestern University

Member of Services Committee

September 2014-June 2015

- Designed student government campaign website and contributed to web-based projects benefitting the student body

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)