

Claire Nelson

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EXPERIENCE

Contemporary Clarity, Newport, RI 2018-Current

Owner

- Transform clients' goals into results through effective marketing campaigns in a range of industries
- Write copy and create design for marketing materials, websites, brochures, advertisements, scripts, etc.
- Implement strategic public relations campaigns around client events and programming
- Run effective political marketing strategies for successful political campaigns at the state level

Rogers Ford Sales, Inc., Midland, TX June 2017-June 2018

Marketing & Internet Sales Manager

- Manage \$1 million annual advertising budget and file \$250,000 annually in national co-op advertising
- Execute advertising plan- copywrite, design, and schedule creative within Ford national advertising regulations
- Direct video production team in filming and editing
- Act as community liaison - intake and process all sponsorship requests from non-profit organizations

Hancock Advertising Group, Midland, TX September 2014-June 2017

Account Executive

- Interface with local clients - evaluate business goals and implement marketing solutions
- Produce, place, and maintain \$50,000 annual revenue in Facebook advertising for clients
- Learn basic proficiency in Adobe Creative Suite

COMMUNITY LEADERSHIP

Girl Scouts of Southeastern New England Board of Directors, Warwick, RI May 2019-Current

2nd Vice Chair

- Execute strategic plan as member of Executive Committee
- Identify and hire new CEO in 2022 as member of Executive Search Committee
- Represent GSSNE and advocate for the mission in the community

Girl Scouts of the Desert Southwest Board of Directors, El Paso, TX July 2017-June 2018

- Approve annual budget and strategic plan, evaluate impact of operations
- Ensure implementation of and dedication to Girl Scout mission and vision within organization

Midland County Child Welfare Board, Midland, TX September 2014-June 2018

- Develop and maintain first website and social media presence for the organization
- Manage public relations, promote annual 5K run fundraiser
- Contribute to decision making process in spending private and county funds to benefit foster children

Basin PBS Community Advisory Board, Midland, TX 2017-2018

- Analyze current programming balance and advise station staff on relevance to the community
- Support station through annual giving

League of Women Voters, Midland, TX January-June 2018

- Co-organize public forum for State Senatorial Candidates

AWARDS

"20 Under 40" Professional Recognition, 2017, Midland, TX

Girl Scout Gold Award - Founded fundraising 5K run still held annually by Midland County Child Welfare Board

EDUCATION

Texas Christian University, *Neeley School of Business*, Fort Worth, TX

Bachelor of Business Administration, Marketing, May 2014, Minor in Music, Certificate in International Studies