

Claire Stemen

Currently: Seoul, South Korea | claire@clairestemen.com

SUMMARY

Strong writer with experience across multiple fields in media. Clear, concise copy for long-form articles, blogs, copy, web, and press materials. Creative problem-solver with two short stories published in literary journals.

EDUCATION

Miami University

Oxford, Ohio

BA in English: Creative Writing, Comparative Media Studies, Minor in French

Graduation Date: May 2017

WORK EXPERIENCE

MARION Maternity

Remote

Freelance Digital Marketing Consultant

Jun 2023 – Oct 2023

- Researched keywords and optimized blog content to increase rankings on search pages.
- Pitched major bloggers and news outlets to get eyes on the brand and create high-quality backlinks, securing 2 guest posts.
- Devised marketing strategies and promotions to increase conversions and create a sales funnel to capture repeat sales/
- Plan and execute social media strategy for Instagram and Facebook to increase audience size and exposure, gaining 200 followers on Instagram in my time with this client.

William Raymond Communications

Remote

Public Relations Associate

Jul 2021 – Aug 2023

- Developed creative pitches catered to target audiences, leveraging up-to-date industry insights & trends to capture clients' key messages and increase media exposure.
- Identified press opportunities & handled timely outreach to media outlets resulting in over 10 interviews secured.
- Authored press materials, including 70+ pitches, 10+ press releases, & media kits to drive coverage for a multi-sector client roster.

FOUNT Leather Goods

Cleveland, Ohio

Social Media and Press Manager

May 2018 – Jun 2021

- Facilitated daily posting schedule for 4 different social media platforms, boosting visibility, leading an increase in impressions and engagement, generating over 20,000 followers across all channels.
- Devised multi-platform strategy to engage with followers, resulting in an increase of interactions and conversions during my tenure.
- Created social media campaigns, delivering a refreshed brand identity & recognizable aesthetic.
- Designed & developed high-impact visuals with engaging copy for regional and national ads, resulting in a minimum of 4x to a maximum of 12x ROI.
- Managed the roll out of 20+ marketing initiatives with greater than 80% success rate in delivering content related to messaging & the overall brand identity.
- Reconfigured website to align with branding resources, resulting in an increase in site engagement & customer reach.

FashionWeekOnline

Remote

Beauty Editor

Feb 2016 – Apr 2018

- Generated 50+ articles on popular fashion & beauty trends of the season with SEO-optimization.
- Attended industry events to interview, research, and network with industry professionals.
- Managed other writers to maintain deadlines and ensure content was released in a timely manner.

NOTABLE ACHIEVEMENTS

Published in "Mulberry Literary" and "The Grief Diaries", Phi Beta Kappa, President's List, Dean's List

SKILLS & INTERESTS

Skills: Adobe Suite, Microsoft Office, Klaviyo, Later, Iconosqaure,