

Claire Oliver

Copy + Editorial Lead

I turn brand voice into business impact
for high-growth organizations.

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EXPERIENCE

Chief

A private network for senior women leaders

Senior Manager, Marketing Copy + Editorial / August 2022–Present

Marketing Copywriter / May 2021–August 2022

- Lead Chief editorial, including content strategy, calendar, SEO/GEO optimization, executive contributor network, production pipeline, CMS, and budget. *48% article visitor increase QoQ*
- Drive strategy and production for Chief in Brief editorial newsletter, sent to 75K+ subscribers. *20% engaged subscriber increase YTD*
- Managed executive thought leadership content for Chief's CEO across LinkedIn and Instagram, growing her public profile as a senior voice in leadership and organizational culture. *70% follower increase in H2 2025*
- Led cross-functional production of the 2025 New Era of Leadership Awards campaign, coordinating vendors, creative development, timelines, and internal stakeholders from concept to launch. *5M social impressions*
- Created brand voice style guides and high-performing content across social media, paid advertising, web pages, events, and sales collateral.

General Assembly

Tech education in coding, data, business, and design

Copy Lead, Product / January 2019–January 2021

Senior Copywriter / July 2017–January 2019

Copywriter / August 2016–July 2017

Content Marketing Producer / March 2015–August 2016

- Source of grammatical and brand voice truth for stakeholders throughout the organization.
- Cultivated and managed international team of freelance copy editors.
- Researched and compiled company's first-ever inclusive copy guide.
- Developed concepts and creative for global brand campaigns.
- Wrote copy for website, blog, email, paid advertising, curriculum, and OOH assets.

Zagat

Restaurant review guide, owned by Google

Content Editor / March 2014–March 2015

- Curated restaurant recommendations and wrote reviews for Google's GeoEditorial team.

Pamplin Media Group

Portland, Oregon-based newspaper publishing group

Lead Reporter + Editor / July 2010–July 2012

- Editor | Southwest Community Connection
- Reporter | West Linn Tidings, Lake Oswego Review
- Contributor | Portland Tribune

EDUCATION

New York University

Master's Degree, Journalism

- Magazine writing concentration
- Editorial internships at Hemispheres Magazine, DNAinfo, and Time Out New York

Linfield College

Bachelor's Degree, Mass Communication

- History minor
- Semester abroad, University of Nottingham
- Managing Editor, The Linfield Review
- Zeta Tau Alpha Fraternity

SKILLS

- AP Style (+ Oxford comma when necessary)
- Content strategy and management
- Brand voice development
- Cross-functional collaboration

INTERESTS

- Reading, travel, trivia, yoga
- All dogs (+ cats when necessary)
- British things
- Broadway
- Volunteering with City Harvest and Tech for Campaigns