

Clare M. Fitzgerald

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SKILLS

Proficient in French; Basic HTML; Microsoft: Word, Powerpoint, Excel, OneDrive; Google Suite; Google Analytics; Mailchimp; Constant Contact; Blogger; Squarespace; WordPress; Wix; Canva; Adobe: Photoshop, Lightroom, Premiere; iMovie; SproutSocial; Social Media Marketing; Instagram; Facebook; Shopify; Slack; Search Engine Optimization (SEO); Copywriting; Creative Writing; Advertising; Blogging; Web Content Writing; Copy Editing; Editing; Digital Marketing

EXPERIENCE

Sarah Flint – *Brand Ambassador Coordinator: Acquisition, Communications, Retention*

02/2022 - PRESENT

Directly manage a team of Talent Acquisition associates; Implement program retention initiatives including a tiered rewards system, trips for top ambassadors, and other experiential and product based rewards; Create copy, design, and execute communications to Brand Ambassadors via email, SocialLadder, and social media; Track and analyze sales, habits, and social metrics; Recruit, onboard, and manage Brand Ambassadors; create revenue driving initiatives to increase new customer acquisition and customer retention.

Sarah Flint – *Brand Ambassador Associate*

10/2020 - 02/2022

Recruit, onboard, and manage over 600+ Brand Ambassadors across the U.S. and world; Design and write a quick-start program deployed via MailChimp to train brand ambassadors in sales and all social media channels; Create copy and graphic content for email and social media; Spearhead cross-functional projects with marketing department; Fulfill orders via Shopify; Lead team building activities to increase camaraderie within the company.

Athleta – *Assistant Store Manager, Visual Lead; Sales Associate*

08/2017 - 10/2021

Sales driver; Manage, coach and lead associate team; Exceptional customer service; Operations management: BOPIS, online fulfillment, back of house inventory management; Optimize visual merchandising of store floor to increase store sales.

Context Travel – *Marketing Associate*

10/2019 - 03/2020

Organic social execution: post writing and scheduling for Instagram, Facebook; Manage social media engagement and increase brand community online; Site copy: PDPs, SEO research and execution; Blog post writing.

Sethi Clarity Advisers – *Executive Assistant*

02/2018 - 09/2019

Assist blind CEO of consulting company with business needs, entrepreneurial pursuits, and personal tasks relating to disability; Edit all forms of writing; Research for startup company.

Trip101.com – *Contributing Writer*

05/2017 - 09/2017

Write ten or more SEO-based articles a month with a focus on travel destinations.

EDUCATION

Franklin & Marshall College – *Bachelor of Arts*

Aug 2013 - May 2017, Lancaster, PA

English-Creative Writing and Theatre (with honors); Study Abroad: Trinity College Dublin; Schaffner Award: \$5,000 Grant to study musical theatre in London, UK