

CLAIRE COLE

SOCIAL MEDIA AND MARKETING PROFESSIONAL

CONTACT

 **Phone**
828.989.2197

 **Email**
clairewehbycole@gmail.com

 **LinkedIn**
linkedin.com/clairewcole

SKILLS

General

copywriting, marketing strategy, social media, art direction, collaborative work, graphic design, communication, market research, customer service, photography, email marketing

Technical

Adobe Creative Suite, Sprout Social, Later, Hootsuite, Squarespace, Wordpress, Flodesk, Shopify, Canva, Slack, Facebook Advertising, Sendinblue, Google Drive, Microsoft Office, Ekos

EDUCATION

University of North Carolina at Chapel Hill

Hussman School of Media and Journalism II 2016 - 2020

Major: Advertising

Minor: Women's and Gender Studies

EXPERIENCE

HEAD OF SOCIAL MEDIA AND CREATIVE PRODUCTION

Diskin Cider | Nashville, TN
2021 - Present

- Manage community of over 30,000 fans and consumers across multiple media platforms
- Manage event marketing for multiple events simultaneously through traditional and social channels
- Social reporting and analysis across own channels and industry
- Develop, maintain, and adjust social media and marketing schedules in relation to product release calendars
- Design marketing and social strategy for product releases
- Create marketing and social media content and copy
- Provide day of event support including but not limited to event photography, vendor setup, customer service, and artist relations
- Maintain media library and manage project workflows
- Design, handle invoicing, and market company merchandise

CO-FOUNDER

VealCole, LLC | Nashville, TN
2020 - Present

- Digital marketing agency
- Manage client communications
- Business management
- Social media management and reporting, email marketing, research and survey creation

ART DIRECTOR & CREATIVE DIRECTOR

American Advertising Federation II Chapel Hill, NC
2018 - 2020

2018 - 2019

- Contributed to the research, strategy, and conception of a year-long campaign for Wienerschnitzel
- Worked as a member of the creative team, primarily developing, filming, and editing short form video content

2019 - 2020

- Led the research, strategy, and creative for a year-long B2B campaign for Adobe
- Managed team of creatives for the duration of the class
- Set goals, scheduled check-ins, coordinated meetings to work with team members' calendars, and organized the transition online in March of 2020