


# CR CLAUDIA ROE

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 Greenville, SC

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## EDUCATION

### M.A. Strategic Design

Furman University  
2023 – Present

### B.A. Business Administration

Furman University  
2019 – 2023

### Study Abroad: International Business & Marketing

IES Vienna, Austria  
January 2022 – May 2022

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## SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Microsoft Office

Social Media Platforms

Constant Contact

Word Press

Bloomberg Market Concepts

## PROFESSIONAL EXPERIENCE

### MARKETING INTERN

Lima One Capital | December 2022 – September 2023

- Created graphics for branded social platforms, marketing collateral, monthly newsletter, and by request for Business Development Sales Representatives
- Designed and distributed the digital monthly newsletter to the over 300 Lima One employees using Constant Contact
- Assisted Senior Events Manager with conference merchandise and collateral design, strategy, and logistics for national conferences reaching up to 90,000 attendees

### SOCIAL MEDIA INTERN

Furman University Admissions Office | September 2021 – December 2022

- Promoted Furman University's academic and student life programs via Instagram by creating content and posting images to the Furman Admissions account to reach over 2,500 followers
- Published a weekly blog on the Furman University Website to share experiences with existing and prospective students

### BROKERAGE INTERN

NAI Earle Furman Commercial Real Estate | Summer 2022

- Conducted market research for investment properties using Costar and GIS across regions of upstate South Carolina
- Assisted in showings of investment properties to prospective and existing clients

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## LEADERSHIP EXPERIENCE

### VICE PRESIDENT

Furman University Investment Club | August 2022 – May 2023

- Facilitated biweekly meetings and stock pitches where members present and vote on ideas of how the club should invest their \$1mm of the Furman Endowment
- Managed and created graphics for Instagram and LinkedIn accounts to create a network for and engage with former, future, and prospective members

### ADMISSIONS AMBASSADOR

Furman University Admissions Office | January 2020 – May 2023

- Presented Furman University's campus to groups of prospective students and parents through golf cart and walking tours which display the available amenities and academic opportunities at the university
- Engaged with prospective students at admissions events, including Accepted Students Day where over 2000 admitted students experience Furman's campus

### VICE PRESIDENT MEMBERSHIP EXPERIENCE

Alpha Delta Pi | January 2021 – January 2022

- Served as the primary educator of the chapter by leading the Membership Experience Team which assumes responsibility for all chapter internal and external educational activities for the 120 members