

Claire Lichte

CONTENT MARKETING LEAD



Seeking a creative opportunity in Copywriting, Content Creation, or Social Media to highlight my innovative and creative skill sets. My experience in digital arts, culture and marketing for creative companies gives me an excellent understanding of trends, and the complete creative process across various mediums including digital, print, and social media.



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Education

Journalism, Advertising, Media Studies Major

University of Wisconsin-Milwaukee, Bachelor of Arts 2012 - 2015

Digital Arts & Culture Minor

University of Wisconsin-Milwaukee 2012 - 2015

Skills

// PROFESSIONAL

- Social Media Marketing
- Email Marketing
- Content Management
- Account Coordination
- Web Design

// TECHNICAL

- Adobe Creative Suite
- Microsoft Office Suite
- MailChimp
- WordPress
- Squarespace

Hobbies

- Writing
- Home Staging
- Photography
- JDRF Volunteering

Work Experience

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Gray Area Interiors | 2020 - CURRENT

Manage the overall creative process from concept to completion for Gray Area Interiors. This includes copywriting, newsletter creation, paid/organic content creation, ad analytics, video production and email marketing efforts.

- Increased sales by 83% over 12 months through targeted marketing campaigns.
- Improved our conversion rate from .66% to 28.16% over the past year and a half.
- Led our social media, newsletter, and email marketing campaigns averaging a 40% open rate.

INTERIOR DESIGN ASSISTANT

Gray Decor Co. | 2020 - CURRENT

Run all aspects of campaign design, and content creation while assisting with home stagings, buying, and photography. This has been such a dream as I'm back in my creative element of all things lifestyle, function, and design.

- Doubled sales for our 47th Annual Parade of Homes Marketing Campaign, and Warehouse Sale.
- Involved in buying processes for Gray Decor Co. while managing all social platforms.
- Spearheaded creative projects executing robust integrated campaigns, content, and ads across digital, email, and traditional media.

ACCOUNT COORDINATOR

The Marek Group | 2017 - 2019

My first marketing experience post college, and what a wonderful experience this had been. Gained knowledge and was ready to put it to the test in more of a creative field.

- Aided in the implementation of a new sales enablement platform - Triptych.
- Product Configuration, UAT Testing, and Documentation improved overall workflow.
- Demonstrated time and product management through the scheduling and managing of projects in an evolving work environment.

Professional Development

SMART MARKETING WORKSHOP

iHeartMedia
10 March 2021

BUSINESS BOUTIQUE CONFERENCE

Christy Wright
13 April 2021