



CLAIRE GLISSON

Brand Strategist

CONTACT

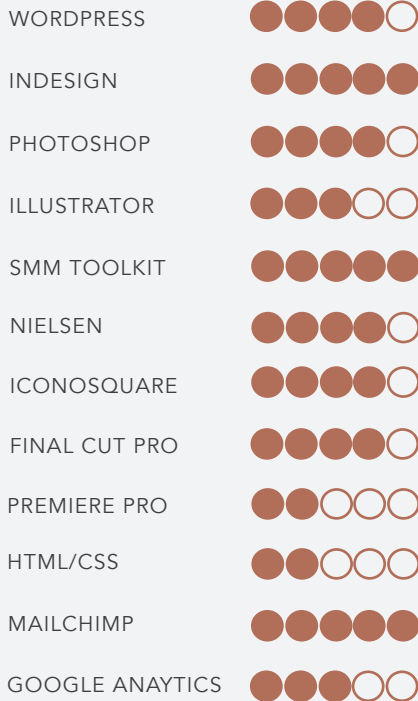
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CAPABILITIES

Analytics • Blogging • Brand Development
Campaign Creation • Communications Strategy
Content Creation • Copywriting • Creative
Concepting • Creative Problem Solving • Design
Digital Strategy • Email Design • Email
Marketing • Google Ad Words • Google Analytics
HTML Coding Basics • Launch Strategy • Primary &
Secondary Research • Product Strategy • SEO
Social Media • Social Scour • Survey Writing • User
Experience Design • Website Design + Maintenance

TECHNICAL SKILLS

Beginner >>> Expert



HONORS + CERTIFICATIONS

Lighthouse Labs Acceleration Bootcamp, Seed
Funding Winner - June 2019
IDEO Design Thinking Certification - June 2019
Girl Develop It HTML/CSS Bootcamp - April 2017

EDUCATION

- 2016 VCU BRANDCENTER
M.S. Business
Strategic Communications
- 2014 COLLEGE OF WILLIAM AND MARY
B.A. English + Art History
Cum Laude

EXPERIENCE

- PRESENT FREELANCE BRAND STRATEGIST | *Remote*
 - Full service strategic brand and marketing consultant helping young companies launch and scale with their consumer
 - Services include: new business development, marketing pipeline development, launch and management, project management, graphic design, content design, new brand + product launches, market research, multi-channel messaging strategy revitalization and implementation
 - Clients: Prepdeck, Silverchair Innovation
- PRESENT DITTO | *Charlottesville, VA*
Co-founder
 - Cofounding a new SaaS product for independent workers that improves cash flow by creating a link between project deliverables and payment
 - Designing the brand, managing product assets and deliverables, and developing a launch strategy for the new product
 - MVP coming spring 2020
- 2018 - 2019 THE MOM COMPLEX // SLAY LIKE A MOTHER | *Richmond, VA*
Senior Strategist, Marketing Director
 - Creation + execution of product design and launch strategy for a new community-building brand for mothers
 - Product management + UX Strategy for the online platform
 - Management of creative teams, contractors and freelancers
 - Management of marketing budget + marketing pipeline
 - Ongoing development of brand presence, including multichannel content planning, web platform management, and operations
- 2018 ALOR CONSULTING | *Remote*
Content Consultant
 - Part-time, freelance content marketing consultant for a small agency serving F&B and hospitality clients
 - Worked with clients to uncover key business-building content strategies
 - Delivered content strategy, writing, execution and community management across multiple paid and unpaid social channels
 - Created business development strategies with the agency co-founders to help them break into the boutique hotel space
 - Clients: Bridgeport Brewing Company and Trumer Pils
- 2016 - 2018 EASTON PORTER GROUP | *Charlottesville, VA*
Brand + Content Manager
 - Created + executed digital content strategy for the company's portfolio of six luxury hospitality brands
 - Designed and maintained web content for six sites including written, visual and interactive content for pages, blogs and menus
 - Social Media management across multi-channel platforms
 - Designed and coded eblast content for six email lists
 - Creation of promotional marketing material including infographics, menus, brochures, postcards, logos, stickers, pitch decks, etc
 - Recruited and managed junior marketing team
 - Created and executed strategy for single-campaigns and annual multi-channel content marketing plans
- 2015- 2016 FREELANCE VIDEO EDITOR | *Remote*
 - Used Final Cut Pro & Premiere Pro to create video collateral for internal and external promotional purposes
 - Clients: Aronson, LLC, Sierra Pacific Mortgage Group: Team Mckay, Howard Films