

CLAIRE VILLARD

619.850.8642 • claire.e.villard@gmail.com • www.clairevillard.com

EXPERIENCE

- Freelance Graphic/Web Designer** New York, NY Jun. 2011-Present
- Design websites, print/digital media, invitations, etc. for various restaurants, bars, events, weddings and private clients
 - Restaurant/Bar: Adella (www.adellanyc.com)
 - Wedding: Claire & Gavin (www.claireandgavin.com)
- Pest Away Exterminating, Inc.** New York, NY Oct. 2010-May 2011
- Director of Marketing & PR**
- Re-branded company with new slogan, logo, office, online presence & marketing campaign
 - Managed all press/media materials, inquiries, pitches for new clients and press releases
 - Artistically directed color/scheme/layout/navigation & wrote copy for 2 company websites
 - *The Bed Bug Survival Guide* (www.bedbugsurvivalguide.com)
 - Pest Away (www.pestawayinc.com)
 - Coordinated entire office move, doubling office size (logistics, design, layout, storage, employee space transfer, etc.)
 - Maintained company's social media & online presence (Facebook, Twitter, AdWords, reviews & copy for directory listings to improve SEO)
 - Coordinated all online merchandise sales (ZenCart, Amazon, Craigs List, etc.)
 - Managed all company databases (CRM, logs, client contact info & time sheets)
 - Created & followed up on all proposals (writing, structuring, formatting, etc.)
 - Implemented & trained staff for new software systems (Salesforce & PestPacMobile)
- STILETTO Entertainment** Los Angeles, CA Oct. 2008-Jul. 2010
- Assistant / Business Services** May 2009-Jul. 2010
- Coordinated a 3-day event for 200 guests at a Las Vegas hotel (July 2010)
 - Events: Las Vegas BMIFC Convention (May 2009) & Hollywood Bowl VIP Parties (2009)
 - Managed finances (check requests, project finances, expense reports)
 - Assisted with ticketing for company events/artists/engagements/concerts
 - Coordinated travel logistics, charity packages and charity projects
- Marketing & Publicity Coordinator** Oct. 2008-Aug. 2009
- Prepared Media Alerts, Press Releases, Media Kits, Fan Club mailers
 - Developed and managed client promotions (print and online)
 - Coordinated direct mailing campaigns
 - Input various computer data – Google Analytics, Surveys
- Green Key Environmental Solutions** Online Jan.-Mar. 2010
- Freelance Researcher/Copywriter**
- Conducted and compiled market research on green trends, composting, food waste, environmentalism, etc.
- Fox Searchlight Pictures** Los Angeles, CA Aug.-Nov. 2009
- Print Advertising Intern**
- Conducted research on actors, reviews, film concepts, etc. for upcoming projects
 - Assisted managing a critic quote grid
 - Read, summarized and conceptualized creative ideas for new scripts
 - Managed/converted image files in Photoshop
- American Apparel** Los Angeles, CA Jun.-Aug. 2009
- Freelance Researcher**
- Prepared cumulative reports for the video development department (demographics, competitors, statistics, etc.)
- Pitchblend Media** Los Angeles, CA Sep. 2007-Sep. 2008
- Assistant Public Relations Coordinator**
- Prepared Media Alerts, Press Releases, Media Kits, Pitch Letters, SWOT analysis reports, and various proposals
 - Managed various client accounts & input various computer data

Wedding Day-of Coordinator	Los Angeles, CA	Jan. 2008-May 2008
<ul style="list-style-type: none"> •Coordinated wedding day itinerary •Managed traffic flow of wedding party and 400+ guests throughout the day •Partnered with venue and vendors to arrange table placement, place cards & gift-management 		

Superfreqs	Los Angeles, CA	Feb. 2007-May 2007
Pubic Relations Intern		
<ul style="list-style-type: none"> •Prepared Media Alerts, Press Releases, Pitch Letters and various proposals •Inputted various computer data •Managed company calendar 		

EDUCATION

Pace University	New York, NY	May 2013
Master of Science in Teaching Students with Disabilities (Middle Childhood) GPA: 4.0		
University of Southern California	Los Angeles, CA	May 2010
Bachelor of Arts in Communications		GPA: 3.51
Loyola Marymount University	Los Angeles, CA	May 2007
Bachelor of Arts in Communications		GPA: 3.72
Fashion Institute of Technology	New York, NY	Spring 2011
Communication Design (continuing education)		
Grossmont Adult School	Online	July 2008
Web Page Design Course		

COMPUTER SKILLS

MS Office, Notepad, FinalCut Pro, Adobe Photoshop, Adobe InDesign, HTML code, ZenCart, Google AdWords, Salesforce, PestPac, PestPacMobile, SMART Notebook, Wix, GoDaddy

AWARDS/CERTIFICATES

Outstanding Teacher of the Year (Education Update)	June 2013
Exemplary Scholarly Achievement (Pace University)	May 2013
Dean's List (University of Southern California)	May 2010

COMMUNITY SERVICE

Kids Enjoy Exercise Now (KEEN)	Los Angeles, CA	Jun. 2009-Jul. 2010
Volunteer		
<ul style="list-style-type: none"> •Volunteered at semi-monthly sessions to promote positive play for children with special needs •Created a 2-minute promotional video and distribution strategy to increase awareness and recruit new volunteers •Streamlined and managed session registration & coach/athlete pairing •Instructed and oversaw volunteer training and activities •Fielded parent, coach and athlete questions and concerns 		

Youth Exploring Passion (YEP)	Los Angeles, CA	Sep. 2008-May 2010
Executive Director		
<ul style="list-style-type: none"> •Directed a mentorship program for pregnant and parenting teenagers in South Central Los Angeles to educate, promote and facilitate academic and career opportunities after high school •Established official organization Constitution outlining objectives, protocols and regulations •Managed an Executive Board of 10 members •Coordinated the pairing of mentors and mentees to best suit strengths and schedules •Broadened campus presence and increased membership by 20% 		