

CLAIRE K. WILLIAMS

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Creative and results-driven writing, design, and marketing professional with 15 years experience creating strategies and content in highly competitive verticals. Uses effective and measurable strategies to help B2B and B2C clients drive traffic, grow revenue, engage readers, retain customers, and expand brand awareness. Core strengths include marketing, branding, content writing, copywriting, SEO/SEM, management, design, analytics, sales and e-commerce, customer service, and teaching.

EXPERIENCE

Owner *Paladin Marketing Professionals/InSync Ink* 2004-Present

Provided clients with a variety of marketing and creative services--including web design and development, writing, graphic design, ecommerce support, SEO/SEM/SMM, advertising strategy, photography, analytics, research, and more.

Freelance Writer *Looper, SVG, Popularium, Others* 2016-Present

Pitched, developed, and wrote content for multiple publications and clients on a contract basis. Assignments have included long-form features, news articles, reviews, how-tos and explainers, list-style articles, web copy, blog posts, whitepapers, and more. Several of these pieces have been turned into viral YouTube videos with over 30 million views.

Web Marketing Specialist *National Roper's Supply* 2010-2011, 2013-2016

Responsible for the design, development, and implementation of a complete e-commerce solution for a national retail fashion brand. Coordinated email and other online marketing, designed and created supporting websites, and managed product copywriting operations. Developed and integrated new SEO and analytics solutions, analyzed sales and traffic data, and compiled reports on the success of marketing initiatives and new products.

E-Commerce Manager *Sampler Stores, Inc.* 2011-2012

Managed the E-Commerce operations of a national retail apparel and gift brand, including marketing, design, copywriting, customer service, product photography, and online order fulfillment. Hired, trained, and managed approximately 60 employees across six departments. Other duties included coordinating all web marketing initiatives and analytics for eight online stores and numerous physical storefronts.

VOLUNTEER ROLES

Troop Leader *Girl Scouts of Texas-Oklahoma Plains* 2015-Present

Served as the troop leader for two troops of Girl Scouts; led 20-30 girls ages 6 to 18. Managed all aspects of troop activities, including meeting and event planning, budgeting, girl education, recordkeeping, and outdoor programs.

EDUCATION

University of Kansas *Music Education* 2001-2003

TECHNICAL PROFICIENCIES

Adobe Creative Suite, Microsoft Office, Google Analytics, Google Adwords, Google Webmaster Tools, Google Trusted Stores, Google Merchant Center, Raven SEO, Front-end Web Programming (HTML, CSS, JS, PHP), Wordpress, Celerant Point-of-Sale.

PORTFOLIO

Writing and design samples are available upon request.