

CLAIRE HAGEN

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ABOUT

An enthusiastic marketing professional with 7 years of experience in account management, customer service, customer communication, project completion, and international client relationships. Through clear communication and understanding, I ensure that campaigns are consistent and partner relationships remain strong. I'm not afraid to ask, 'Why?' I am a skilled writer, a life-long learner, and a strategic thinker driven by the goals described in Ralph Waldo Emerson's poem *Success*.

EXPERIENCE

Children's Division, Jackson County – *Social Services Specialist*

August 2020 - Present

- Investigate hotline calls about abuse and neglect to children. Contact the family at their home or child's school.
- Suggest solutions to family issues in real-time, build relationships with them and maintain rapport with children in an attempt to fully understand their home life. Write reports on investigative findings.
- Contact families consistently as they go through the court system. Make referrals and connect them to services that are beneficial to family members or ordered by the court.
- Maintain an open line of communication with families about difficult topics to help reunite them.

McClatchy, Kansas City – *Strategic Marketing Consultant*

September 2019 - May 2020

- Cater to existing clients through day-to-day contact, clients included The Nelson-Atkins Museum, KC Ballet, KC Symphony, and Wilson Lighting.
- Maintain ongoing campaigns. Address issues, questions, complaints and work with internal planners to answer customer needs.
- Conduct full client assessments in a conversational manner while thoroughly gathering key business information.
- Present marketing strategies to fit the needs of the business, backed by data, research, and audience insights.
- Keep contact with all teams to ensure solutions are completed, maintain an open line of communication with customers so that they know where the process is, and are happy with the end result.
- Communicate with internal teams to maintain and report on existing campaigns.

Gasp! Marketing and Advertising, England – *Account Manager*

March 2017 - October 2018

- Managed accounts, customers, and potential clients through clear communication. Understood our abilities as a small agency to offer mutually beneficial solutions.
- Cultivated six international clients in the B2B and B2C sectors. Including Simwood Telecoms (international telecoms company), The Abbey School (private girls school), Warrior Gyms (new concept gym), Jump Giants (trampoline park), The Felix Project (nonprofit), and ad-hoc projects/clients.
- Managed an international direct mail campaign with a 90% response rate.
- Maintained brand accuracy and updated client websites daily, as needed.

- Managed email marketing campaigns, wrote content, set up on SendInBlue and MailChimp. Kept databases clean and IP Addresses in good standing. Reported insights on each campaign and pulled insights to optimized ongoing success.
- Wrote content, scheduled, and practiced community engagement on all social media platforms for Jump Giants, and Warrior Gyms.
- Spearheaded weekly team activities to strengthen in-house relationships (AKA 'prosecco Fridays').

Comms by Claire, England, and the U.S. – Marketing Consultant

August 2015 – September 2019

- Produce a clear and intelligent marketing strategy in partnership with clients.
- Blog contributor for Luxuria Lifestyle, FutureCast, and RocheComms.
- Branding, tone of voice, website content, launch event, PR, and social strategy for Primal Roost (UK cafe).
FounderMade, NY – March-October 2019
- Set up and optimized the Google Adwords campaign, which decreased the bounce rate by 12% and increased the average time on the website by 17 seconds.
- Increased LinkedIn following by 26% and engagement by 75%.
- Created and implemented a LinkedIn lead generation campaign with a 120% ROI.

Chick Events, OP, Kansas – Marketing and Sales Coordinator

May 2014 – August 2015

- Front line customer service representative to event attendees.
- First communication with vendors, during and throughout the event.
- Helped secure vendor spaces and sell tickets for the initial event.
- Researched and data-mined a 1,500 client list from scratch using Google, Etsy, and LinkedIn.
- Acted as the face of the company to help ensure any issues were resolved to all stakeholders.
- Launched successful social media campaigns and increased followers by 3K.

SKILLS & EDUCATION

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| <ul style="list-style-type: none"> • SEO Certified (Jellyfish Training 2017) • Copywriting Certificate (APG – Dave Trott 2017) • CMS Fluent • Social Media Content & Ads • Internal Communications • Email Marketing • Client Relationships • Growth Marketing • Written and Oral Communication • Creative Thinking | <ul style="list-style-type: none"> • Print Ads • Events • Research • Branding • Tone of Voice • Direct Mail Campaigns • B2B Strategies • On-Site Signage • Grand Openings • Blogging • Reporting • Asking questions |
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Royal Holloway University of London, England – M.A. Marketing

December 2017 Hybrid program 'Consumption, Culture, and Marketing' that critically evaluated sociology and marketing – thesis accepted and published.

University of Kansas, Lawrence – B.S. Journalism

May 2014 Strategic communication track focused on marketing, advertising, and public relations. Graduated with a 3.5 GPA.