

# CLARAWARNER

COMMUNICATION DESIGN + MARKETING

512-466-8282

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clarawarner.com

## PROFESSIONAL EXPERIENCE

**Adjunct Professor** Spring 2019- Present  
2019- West Virginia University, Reed College of Media - Morgantown, WV  
- Teaching *PR 319: Creative Strategy & Design*, an upper level course focusing on the principles of design, how to create good and effective designs, and how to use Adobe programs including Photoshop, Illustrator and InDesign

**Freelance Graphic Design** 2016-Present  
Self employed  
- Use graphic design and problem solving skills to meet the needs of clients  
- Projects including website design, social media marketing content, and printed marketing materials  
- Clients include: The Marketing Blender, Choose Courage Foundation, University of North Texas Panhellenic, Ghostmail, and Quilt 2 End ALZ

**Graphic Design + Marketing Coordinator GA** August 2017-May 2019  
WELLWVU at West Virginia University- Morgantown, WV  
- Organize and lead marketing team  
- Coordinate and implement marketing communication projects  
- Develop and design all marketing materials promoting programs and services  
- Photograph programs and events

**Graphic Design and Social Media Intern** June 2017  
University of Tulsa Football - Tulsa, OK  
- Designed graphics for social media and recruiting purposes  
- Organized and implemented a new social media editorial calendar

**Marketing Assistant** September 2016 to May 2017  
University of North Texas Center for Leadership and Service - Denton, TX  
- Designed and managed all marketing materials  
- Developed marketing and distribution plans  
- Formulated marketing plans with students for various events

**Communications Design and Media Intern** June 2016 to August 2016  
Irish Academy of Public Relations - Dún Laoghaire, Ireland  
- Scheduled and created all social media content  
- Created promotional materials such as flyers and graphics  
- Built and executed marketing campaigns

## LEADERSHIP

**Zeta Tau Alpha Fraternity, Gamma Phi Chapter**  
Historian Reporter, 2016  
Vice President, 2015 and Spring 2016  
Director of Social Events, Fall 2014  
External Social Events Chairman, Spring 2014

**Professional Leadership Program, University of North Texas**  
Member, 2016

**National Panhellenic Council, University of North Texas**  
Recruitment and Retention Coordinator, Fall 2016

## PROFILE

Enthusiastic graphic designer and marketing specialist with 6+ years experience. Unique skill set combines graphic design expertise knowledge of marketing principles and tactics to deliver creative and effective key messages to target audiences. Excellent interpersonal and project management skills with an eye for detailed execution and the ability to achieve goals in a fast-paced environment.

## EDUCATION

**Master of Science**  
**Integrated Marketing Communications**  
West Virginia University  
Expected Graduation: May, 2019

**Bachelor of Arts**  
**Interdisciplinary Art and Design**  
University of North Texas, 2017  
*Magna cum laude*  
Minors in French and Management

## AWARDS & RECOGNITION

**Best Agency Ad, 1st Place**  
2018 West Virginia Press Association Awards

**Zeta Tau Alpha Foundation**  
**Recognition Scholarship**  
Recipient: 2015, 2016, and 2018

**The National Society of Collegiate Scholars**  
University of North Texas Chapter  
2014-2017

## VOLUNTEER WORK

**CreateAthon @ WVU**  
Professional Mentor  
April, 2019

**Breast Cancer Education and Awareness with Zeta Tau Alpha**  
Denton, TX Area Event Coordinator & Volunteer  
2014-2017

**The Big Event**  
Denton, TX Area Volunteer  
2014-2016