

# CLARA WARNER

512-466-8282

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clarawarner.com

## PROFESSIONAL EXPERIENCE

### Graphic Designer (June 2021-Present)

*WorldStrides - Remote*

In this role I work closely with the Creative Team to design digital and print assets across all brand channels, interpreting creative briefs and producing content that is on-brand, customer-focused, and that reflects the passion and adventurous spirit of WorldStrides and its affiliated brands.

### Design + Marketing Specialist | Project Manager (July 2020-June 2021)

*Direct Results - Morgantown, WV*

I wore many hats in this role, serving a multitude of clients as well as Direct Results internally. This included graphic design for print and digital mediums, web design, social media management, marketing strategy development + implementation, as well as project management for the DR Digital team.

### Freelance Graphic Design (2016-Present)

*Self-employed*

In my freelance work I use visual design and problem solving skills to meet the needs of each client. Recent projects include website design, social media marketing and content development, as well as printed marketing materials.

Clients include The Marketing Blender, Choose Courage Foundation, University of North Texas Panhellenic, The L, and Quilt 2 End ALZ, Inc.

### Adjunct Professor (Spring 2019-Fall 2020)

*West Virginia University, Reed College of Media - Morgantown, WV*

Taught 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.

### Graphic Design + Marketing Coordinator (August 2017-May 2020)

*WELLWVU at West Virginia University- Morgantown, WV*

In this position I organized and led the creative + marketing team, developed and designed all visual materials promoting programs and services across a variety of channels/mediums, and also coordinated and implemented marketing communication projects campaigns across a variety of platforms.

### Graphic Design and Social Media Intern (June 2017)

*University of Tulsa Football - Tulsa, OK*

### Marketing Assistant (September 2016 to May 2017)

*University of North Texas Center for Leadership and Service - Denton, TX*

### Communications Design and Media Intern (June 2016 to August 2016)

*Irish Academy of Public Relations - Dún Laoghaire, Ireland*

## PROFILE

Creative problem solver with a penchant for challenging projects. Unique skill set combines communication design expertise with marketing tactics and project management fundamentals to deliver creative, effective, and impactful content to target audiences. Excellent interpersonal and time management skills with an eye for detailed execution and the ability to achieve goals in a fast-paced environment. Always learning and seeking out new adventures.

## EDUCATION

### Master of Science

#### Integrated Marketing Communications

West Virginia University, May 2019

*Summa cum laude*

### Bachelor of Arts

#### Interdisciplinary Art and Design

University of North Texas, 2017

*Magna cum laude*

Minors in French and Management

## RECOGNITION

### Journal of the American Society for Mass Spectrometry Cover Design

Volume 31, Issue 10 (October 2020)

### Best Agency Ad, 2nd Place

2019 West Virginia Press Association Awards

### Best Agency Ad, 1st Place

2018 West Virginia Press Association Awards

## VOLUNTEER WORK

### Quilt 2 End ALZ, Inc.

Board Member | Director of Design & Marketing  
2019-Present

### CreateAthon @ WVU

Professional Mentor  
April, 2019