

Claire Atchison

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EDUCATION

Pepperdine University, Malibu, CA August 2021 – Present
Bachelor of Arts in Integrated Marketing Communications, Minor in Applied Music

GPA: 3.32/4.0

Relevant Coursework: Advertising Media Planning and Strategy, Accounting and Finance for Non-Business Majors, Organizational Behavior, Integrated Marketing Communication, Principles of Marketing, Public Speaking and Rhetorical Analysis

EXPERIENCE

Tenants Law Firm, Beverly Hills, CA June 2024 — August 2024

- Directed and managed Google Ads campaign strategy, execution, and optimization, driving significant traffic and conversions for the company.
- Collaborated with the managing partner to align marketing strategies with company goals, ensuring cohesive and effective brand messaging.
- Designed, packaged, and distributed direct mail flyer advertising campaigns, enhancing brand visibility and increasing customer engagement.
- Conducted comprehensive market research and general research, compiling and reporting findings to supervisor to inform strategic decision making.

Pepperdine University Music Department, Malibu, CA August 2023 – Present
Social Media Manager

- Orchestrated a transformative renovation of Pepperdine University's Music Department's digital presence, utilizing a multifaceted social media strategy across Instagram, Tik Tok, etc.
- From conceptualization to execution, led the creation of compelling videos, captivating photos, and engaging copy, ensuring a consistent and impactful online presence.
- Demonstrated adeptness in crafting cohesive digital narratives and delivering measurable impact through strategic content management.

Spicy Pie Pizza, West Fargo, ND May – August (2021, 2022, and 2023)
Team Member

- Led operations across various facets of the restaurant, handling cashiering, cooking, delivery, and maintaining cleanliness in both customer-facing and kitchen spaces.
- Upheld a standard of excellence in customer service, ensuring each interaction left a positive impression.
- Developed and honed multitasking abilities and a resilient work ethic in an environment demanding adaptability and efficiency.

ACTIVITIES & HONORS

- **Pepperdine Regents Scholarship**, *Recipient* August 2021 – Present
- **Pepperdine Great Books Colloquium**, *Participant* August 2021 – April 2023
- **Flora L. Thornton Opera Program**, *Performer* August 2023 – February 2024
- **Pepperdine Concert & Chamber Choirs**, *Participant* August 2021 – Present
- **Moorhead High School**, *Valedictorian* May 2021

ADDITIONAL SKILLS AND INFORMATION

Computer Skills: Google Workspace (Gmail, Drive, Docs, Sheets, Forms, Slides); Microsoft (Outlook, Excel, Word); Canva

Key Competencies: Social Media (Instagram, Tik Tok, Facebook, X) Calendar Management, Content Creation, Content Strategy; Campaign Development; Digital Storytelling