

CLAIRE COLE

CONTACT



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EDUCATION

University of North Carolina at Chapel Hill

Hussman School of Journalism and Media
Bachelor of Arts || Advertising
Minor || Women's and Gender Studies
Expected graduation: May 2020

Relevant Coursework:

Advertising and PR Research, New Media Technologies
in Advertising and PR, Art Direction, Product Design,
Media Ethics, Digital Storytelling, Graphic Design,
Creative Advertising, Personal Branding, Foundations
of Interactive Media

Massey University

Wellington, New Zealand
Communications || Summer 2019

Relevant Coursework:

Field Study in Advertising and Branding as related
to the tourism industry

SKILLS

TECHNICAL

Adobe Premiere Pro, Photoshop,
Illustrator, Indesign, Lightroom,
basic After Effects, Wordpress,
Canva, basic HTML/CSS,
Google Drive, Microsoft Office

GENERAL

Art Direction, Copywriting,
Research, Collaborative work,
Strategy, Social Media, Design,
Critical thinking

EXPERIENCE

Creative Director

National Student Advertising Competition
Chapel Hill, NC || Oct 2019 - Present

Leading a creative team of 13 art directors and copywriters
to produce a B2B campaign for Adobe with the goal of
increasing unaided awareness by 2%, driving 50,000
website visits and generating 10,000 new contact leads.

Video Production Intern

THE rAVe Agency
Chapel Hill, NC || Feb 2020 - Present

Producing, filming and editing videos for some of the
largest tech trade shows in the world. Currently working
on generating coverage of Integrated Systems Europe 2020.

Video Producer

Envision Carolina
Chapel Hill, NC || Fall 2019

Led video storyboarding, filming and editing for a campus
wide campaign around confronting difficult historical rhetoric.
The videos generated over 15,000 views across all media
platforms and the campaign had over 300,000 impressions.

Digital Communications Intern

United Study Abroad Consortium
New Zealand || Summer 2019

Captured and edited photo and video of a summer study
abroad experience in New Zealand for use as content for
USAC's social media. Created short form video content for
USAC's Instagram story.

Communications Intern

Wellington Botanic Gardens
New Zealand || Summer 2019

Researched and developed web content to highlight
Otari-Wilton's Bush conservation efforts. Designed posters
and graphics for events hosted by the Wellington Botanic
Gardens. Assisted the Visitor Experience Team in planning and
mapping their responsibilities and goals for the financial quarter.

Art Director

National Student Advertising Competition
Chapel Hill, NC || Oct 2018 - May 2019

Contributed to the research, strategy and conception of a year
long Wienerschnitzel campaign. Worked as a member of the
creative team, primarily developing and executing 15 second
video pre-roll and thirty second commercials. The UNC team
took home second place at the district competition.