

Claire Molinaro

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Education

Bachelor of Arts, Media Arts and Design (SMAD), May 2009
Major: Corporate Communication; Minors: Studio Art; Integrated Science and Technology
James Madison University, Harrisonburg, Virginia
GPA: 3.74, Magna cum laude
President's List 2006; Dean's List six semesters
Phi Kappa Phi, Honors Fraternity

Professional Experience

Sinclair Communications, Norfolk, Va.

Account Executive (January 2010—May 2010)

Sell customized advertisement, sponsorship and on-site promotional campaigns to businesses. Write copy for commercials. Build a customer base through networking and prospecting.

Promotions Assistant (May 2008-December 2009)

Assist sales team to organize and execute on-site events on a weekly basis. Set up the technology, hold giveaways, and communicate with clients, on-air talent and participants.

James Madison University, Harrisonburg, Va.

Assistant Greek Coordinator (August 2008-May 2009)

Counselor and educator for James Madison University's Fraternity & Sorority Life. Liaison between chapters and the JMU Office of Student Activities & Involvement. Designed and organized articles for a semi-monthly newsletter. Strategic planning and public speaking.

Advertising Campaign for Campus Health Center (January 2007-April 2007)

Coordinated with group members to determine campaign strategy and target audiences. Lead writer of advertising plan. Brainstormed appropriate deliverables for campaign.

Financial Communications Inc., Bethesda, Md.

Office Manager and Graphic Design Intern (June 2007-August 2007)

Assisted designers and production manager with projects and client presentations. Accompanied company's President to client pitches and presentations. General office management, including project research.

Academic Experience

Print Communication Design
Corporate Media Writing
Web Communications
Principles of Advertising
Corporate Communication Management
Design Methodology
2D Design
Advanced Drawing
Advanced Screen Printing

Related Skills and Certifications

Radio Marketing Professional (RMP) from the Radio Advertising Bureau

Adobe Photoshop, Illustrator, InDesign;
Microsoft Office, including Word and PowerPoint;
Mac/PC

Advertising Plans, Marketing Plans, Corporate Media Writing, Writing Commercial Copy, Employee Communication, Corporate Advertising, Crisis Communication, Graphic Design, Branding, Identity
Web Communication: Audience Analysis, SEO

Community Involvement

Lafayette River Circle, 2009- Present
Fundraise for the Children's Hospital of the King's Daughters. Designed logo for Circle.

Panhellenic Association Executive Board, 2007

Public Relations Chair

Created advertisements and deliverables on the behalf of Fraternity & Sorority Life. Participated in event planning for Panhellenic philanthropy and community service events.

First Step: A Response to Domestic Violence, August 2007- February 2008

Public Relations Intern

Designed organization's current logo. Assisted with advocacy and strategic planning.

Alpha Sigma Alpha Sorority, 2005-Present

Website Chairwoman, 2008

Analyzed potential audience for, and features of, a new website.