

Clare Baierl

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EXPERIENCE

Editorial Manager

McSweeney's Publishing, (Remote), September 2023 – Present

- Assisted in overseeing operations for The Believer Magazine and McSweeney's Internet Tendency, leading a team of interns in fact-checking, proofreading, and copyediting.
- Managed editorial calendars and drove content strategy to ensure alignment with organizational goals.
- Facilitated and coordinated editorial content and projects, including the Young Editor's Project, recognized by publications like *The New York Times* and *The Atlantic*.
- Recruited and trained editorial staff.
- Conducted regular content reviews and audits to enhance editorial effectiveness and alignment with strategic goals.

Reporter / Editor

The Queens Ledger, BOE Media, (New York, NY), September 2021 – August 2023

- Directed coverage for three newspapers, orchestrating news planning, reporting, and layout management, while also covering original stories.
- Attained promotion to editor within six months of employment. Oversaw a team of reporters and freelancers, ensuring seamless collaboration and communication.
- Innovated the launch of a daily newsletter, catalyzing a 16% surge in readership within three months.
- Conducted research and fact-checking for print columns and editorials.
- Collaborated with the Audience team to engage readers on social media platforms.

Communications Specialist

Småfolk Danish Design, (Copenhagen, DK), August 2020 – August 2021

- Spearheaded communications strategy for the Fall 2021 collection, collaborating with the Head Designer to ensure alignment with target audience preferences.
- Managed the company's social media presence, engaging with a broad audience and maintaining brand integrity.
- Initiated and managed the highly successful Christmas 2020 marketing campaign, driving a 20% increase in website visibility and a notable 14% surge in December retail sales.

Marketing Coordinator

The New School, (New York, NY), September 2017 – June 2020

- Led event coordination efforts, directing interns and producing impactful print and digital promotional materials.
- Conducted research and analysis for various university-wide events and projects, contributing to the development of content strategies.

EDUCATION

The New School

Bachelor of Arts (Hons), Major: Journalism + Design, Minor: Fashion Communications, Fashion Studies

SKILLS

Bilingual — Advanced CMS — SEO Auditing — Video + Multimedia Production — Data Analysis