

Clare Baierl

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EXPERIENCE

Editorial Researcher

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

- Researched new authors and publications, assisted in acquisitions, and conducted market research.
- Proofread and edited manuscripts, and managed a team of 6 editorial interns for fact-checking and support.
- Managed the Young Editor's Project, reviewed by *The New York Times* and *The Atlantic*.

Reporter / Editor

The Queens Ledger, BQE Media, (New York, NY), August 2022 – September 2023

- Led coverage for 3 newspapers, planned and reported news, managed layout, and authored original stories. Promoted to editor within 3 months of employment.
- Spearheaded the conception of a daily newsletter, increasing readership by 16% in 3 months.

Administrative and Marketing Coordinator

The New School, (New York, NY), September 2018 – May 2023

- Provided administrative support for the Dean, standardized course descriptions, and streamlined printing.
- Supported events, managed 3 interns, and designed promotional materials.
- Implemented a computerized SOP system, enhancing efficiency and documentation.

Communications Specialist

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

- Contributed to Fall 2021 collection design, and initiated and managed a Christmas marketing campaign, increasing website visibility by 20% and December retail sales by 14%.

EDUCATION

The New School

Bachelor of Arts, Major: Journalism and Design, Minor: Fashion Communications and Fashion Studies

SKILLS

- Bilingual: English and Spanish.
- Adobe Creative Suite, Microsoft Office, and Google Suite.
- SEO Auditing, Technical SEO, and SEO Copywriting
- Google Ads Certification
- Web marketing: Instagram, TikTok, WIX, Shopify, MailChimp, WordPress
- Event Photography, Video Production, Editing, DLSR Manual.

AWARDS + VOLUNTEERING

- Senior Thesis Showcase Award, *The New School*, 2023
- Independent Research Award, *Parsons School of Design*, 2023
- Emergency Department Volunteer, *Wycoff Heights Medical Center*, 2018 - Present
- Food Bank Volunteer, *Father's Heart Ministries*, 2018 - Present