

# clare daly

clare@claredaly.co  
claredaly

781-361-2088  
claredaly.co

she/her  
claregdaly

## Employment History

### Social Media Account Coordinator - Wave Collective

Boston, MA - June 2022-present

- Partnered with colleagues to strategize & execute creative, cohesive social presences for 8-10 clients across platforms in the hospitality & retail space
- Ideated, designed, & published the top engaged Instagram post for @primark.usa in the 2021-22 editorial year
- Executed daily channel operations in content design, content planning, copywriting & community management on Instagram & Facebook
- Conducted & presented monthly analysis reports on social performance & opportunity for growth
- Assisted in the production of weekly photoshoots for multiple clients

### Social Media Intern - ZitSticka

New York, NY (Remote)- Jan. 2022-Apr. 2022

- Pitched & wrote daily social media copy & weekly blog posts that aligned with ZitSticka's unique brand voice
- Conducted community management via brand Instagram & Facebook accounts
- Designed & contributed to 2021 annual report deck for social media
- Scheduled, sourced, & curated social content for Instagram, Facebook, Twitter, & Pinterest in Dash Hudson
- Wrote thought-provoking twice-weekly prompts for 'Zitty Committee' community Facebook group

### Communications Intern - Nasdaq

New York, NY (Remote) - Feb. 2021-Aug. 2021

- Created & strategized external Nasdaq communication techniques through the analysis of media coverage on Nasdaq & its competitors
- Compiled media audits on the sentiments of Nasdaq activities and company initiatives
- Researched media interviews with business leaders and translated findings to interview preparation for Nasdaq executives
- Created media alerts for twice-daily bell ceremonies
- Evaluated SPAC media coverage

[More experiences on LinkedIn](#)

## Education

Salve Regina University - Newport, RI - Sept. 2018-May 2022

BA, Communications; Marketing Minor

United Talent Agency - Extern - January 2022

Virtual career development for young professionals interested in a career in entertainment

## Awards & Certifications

United Talent Agency Externship Certificate of Completion

Google Analytics for Beginners

CVENT: Event Marketing, Event Management, Event Diagramming, Venue Sourcing

Scholastic Art Awards: Silver Key, Design, 2018; Honorable Mention, Photography 2016, 2017

Salve Regina Stagefright Theatre Club: Heart of Stagefright Award, 2019

## Skills

Spanish • Adobe Creative Suite • Wordpress • Photography • Lettering

## Passions

Instagram • Blogging • Art • Fashion • Film & Television • Theatre

## Other Media Experience

### Mosaic Student Newspaper

Salve Regina University

Assistant Editor, 2021-Present

Staff Writer, Sept. 2019-Present

Secretary, Spring 2020

### Campus Activities Board

Salve Regina University

Assistant Director, Communications, 2020-21

### Yearbook Editor

Hingham High School

June 2017-July 2018

### Photographer's Assistant

Kerry Brett Lifestyle Photography

Aug. 2015-May 2019