

CLAIRE S. GOULD

EDUCATION

M.A. • THE JOHNS HOPKINS UNIVERSITY

Strategic communications, with specialties in political and digital communication

PROFESSIONAL CERTIFICATE • EXPECTED 2023 • AICPA

Not-for-profit accounting and finances

PROFESSIONAL CERTIFICATE • U. CALIFORNIA

Copyediting

B.A. (CUM LAUDE) • CONNECTICUT COLLEGE

English and religious studies double major; art minor

LEADERSHIP

Make-A-Wish Foundation Mid-Atlantic. Community Leadership Board (2017 – present)

Junior League of Washington. Targeted Community Grants and Volunteer Resources Committee Member (2017 – present)

DC Ward 2 Democrats, Communications Committee Chair (2019 – 2021)

Organizing for America. Community Engagement Fellow (2018)

EXPERIENCE

DIGITAL DIRECTOR • 6/23 – PRESENT **THE CLIMATE REALITY PROJECT**

- Oversee the digital strategy, including working closely with the creative and communications team to ensure the right digital platforms are being employed in an effective way to advance our organization's mission
- Manage department budget and team of 10

SENIOR DIGITAL MARKETING MANAGER • 4/18 – 6/23 **THE CLIMATE REALITY PROJECT**

- Directed all aspects of email and SMS (broadcast and peer-to-peer) campaign execution, including content strategy, cadence, segmentation, testing, data management, and editorial calendar, in collaboration with internal teams
- Directed list growth strategies, including joint petitions, list rentals, and digital advertising, and maintain team budget
- Led the organization's multichannel low-dollar giving, sustainer, and premium fundraising campaigns and set goals and strategy
- Managed team of three and outside vendor
- Oversaw regular testing of each point in engagement and donation funnels, including email content/templates, SMS content, landing pages, homepage promotions, lightboxes, and messaging streams to ensure optimal performance
- Led all aspects of the organizational transition to EveryAction from three separate platforms (Marketo, Phone2Action, and Funraise) and currently manage the EveryAction platform for the organization

FREELANCE WEB DESIGN, COPY WRITING, AND DIGITAL STRATEGY • 7/16 – PRESENT

- Advise clients on digital strategy, website development, SEO, email marketing, and content development
 - Clients include Social Impact 360, the Women's Information Network (WIN), the DC Coalition Against Domestic Violence, the Domestic Violence Action Research Collective, and Greater Good Strategies

COMMUNICATIONS DIRECTOR • 11/16 – 04/21 **DC ABORTION FUND**

- Led online fundraising efforts, including an annual peer-to-peer campaign, EOY, and urgent appeals
 - During my tenure, we more than doubled the amount raised online during our annual "Fund-a-Thon" and restructured our strategy for urgent appeals to better center our grant recipients
- Ensured brand compliance across all mediums
- Managed all aspects of email marketing program and social strategy
- Coordinated media relations, including crafting statements and press releases, writing talking points, and hosting media trainings

Year Up National Capitol Region, Young Professional Board Member (2015 – 2016)

Planned Parenthood Action Fund, Election Fellow (2012)

Connecticut College Board of Trustees, Young Alumni Trustee (2010 – 2013)

TECHNOLOGY

Adobe Creative Suite; SEO; Google Analytics; Content Management Systems (including Salesforce); Email Service Providers (including MailChimp, Vocus, Marketo, Action Network, EveryAction, and Salsa); Canva; WordPress; Drupal

HONORS

2016 & 2017 Young Women of Achievement Awards · Women's Information Network · Service Beyond Measure nominee

CONTACT

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COMMUNICATIONS DIRECTOR • 11/15 – 1/19 **COLLECTIVE ACTION FOR SAFE SPACES**

- Oversaw strategic communications planning, press outreach, and all digital communications
- Elevated the voices of CASS leadership and partners in online and offline advocacy campaigns, including #FreeBresha, #DecrimNow, and the Street Harassment Prevention Act (SHPA), the first legal definition of street harassment in the US and one that uniquely focuses on prevention through education instead of criminalization
- Prepped spokespeople for rapid response communications, and secured media placements in key local and national outlets, including O Magazine, The New York Times, The Washington Post, CityLab, Slate, Mic, DCist, Upworthy, and many more
- Managed virtual volunteer team of five and paid consultants

ACCOUNT MANAGER • 8/15 – 12/17

FIFTH ESTATE COMMUNICATIONS

- Handled client relations and project management for a portfolio of government and nonprofit clients, including NOAA, the American Institute of Architects, and more
- Developed and executed marketing strategy for clients
- Coordinated focus groups, press and stakeholder outreach, and social media outreach

SENIOR COMMUNICATIONS ASSOCIATE • 6/13 – 8/15

CATHOLICS FOR CHOICE

- Developed and executed strategic earned media and stakeholder outreach plans
- Managed email program, including advocacy and fundraising
- Wrote, distributed, and pitched press releases, op-eds, and LTEs
- Coordinated logistics and talking points for press conferences and policy briefings
- Managed digital presence across all platforms
- Secured earned media in leading outlets, including the New York Times, Wall Street Journal, Fox News, USA Today, MSNBC, Univision, AP, RTE, and many more

COMMUNICATIONS DIRECTOR • 8/13 – 6/15

WOMEN'S INFORMATION NETWORK (WIN)

- Coordinated all communications: paid and earned media, social media, website content, and internal and external email campaigns
- Brought a data focus to communications, creating systems to track performance of email, social, and web

COMMUNICATIONS COORDINATOR • 2/11 – 6/13

BURNES

- Executed media and stakeholder outreach campaigns
- Managed editorial calendars and story libraries
- Wrote pitch notes and press releases, created targeted media contact lists for all 50 states, and pitched stories

DIGITAL INTERN • U.S. COAST GUARD ACADEMY ALUMNI ASSOCIATION • 9/09 – 2/11

MARKETING INTERN • UNIVERSITY OF UTAH PRESS • 6/08 – 8/08

MEDIA INTERN • CONNECTICUT COLLEGE • 5/07 – 5/10

EDITOR-IN-CHIEF/MANAGING EDITOR • COLLEGE VOICE • 09/08 – 5/10