

CLAIRE HOLAHAN

Senior Content Strategist |
Senior Copywriter



PROFILE

Optimistic, data-driven creative strategist and copywriter with 9+ years of experience strengthening B2B, D2C, SaaS, and eCommerce brand stories.

Creative works published in The Atlantic, The London Reader, The Bookends Review, HelloHorror, and more.

CONTACT

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PUBLICATIONS

["I'm Waiting for Hurricane Ida with COVID-19."](#) *The Atlantic*, Aug. 2021

["A Day in the Life of an HVAC Technician."](#) *Contracting Business*, June 2021

SKILL AND COMPETENCIES

Social Media Marketing | Blog Writing | SEO | Creative Writing | Digital and Email Marketing | Content Marketing | Public Relations | Project Management | Content Strategy | Graphic Design | Integrated Marketing | Content Marketing | Brand Development | Branding and Identity | Concept Development | Landing Pages | Whitepapers

Certifications and Tools: Google Analytics, HubSpot, Salesforce, SEMRush Academy (Keyword Research, SEO Fundamentals, Content Marketing Toolkit), Facebook Blueprint, Air for Teams, Jasper AI, SurferSEO

WORK EXPERIENCE

DocuSign, Content Strategy Analyst

June 2023-Current Date

Write data-based Sales messaging for omnichannel email, call, and LinkedIn campaigns.

- Write 15+ 5-8 step sequences per month
- Increased AE and MDR sequence adoption by 70% in 3 months
- Develop customer personas designed to target Industrial, Medical, Retail, and Tech industries
- A/B test subject lines, CTAs, body length, and more to develop increasingly high-performing sequences
- Create a specialized copy style guide for sales teams to speak clearly to target personas using brand voice and tone
- Write and edit short-form and long-form omnichannel messaging (email campaigns, call scripts, LinkedIn messaging, etc.)

Stealth Venture Labs, Senior Content Strategist

April 2022-May 2023

Create and ideate graphic design concepts based on high-performing 360 campaign strategies. Direct five-person design team.

- Communicate digital strategy through concept briefs to a five-person design team and coordinate efforts as lead
- Launched Meta creative for D2C retail client that scaled profitable spend by 4x in 30 days and dropped CAC by 30%
- Expand 15+ cross-platform client strategies to include TikTok, Google, Meta, Landing Pages, and CRO strategy

["How to Steal a Man's Heart."](#) *The London Reader and Hello Horror*, February 2019

["Duck Pellets."](#) *The Bookends Review*, December 2018

AWARDS AND RELATED EXPERIENCE

Mabel E. Lidner Creative Writing Award, Shippensburg University
May 2014

Krewe Des Fleurs Public Relations
May 2019-May 2021

- Krewe Interview | [Fox 8 Morning Edition](#)
- Say it with Flowers | [Nola.com](#)
- Lily Spring Reveal | [Nola.com](#)
- Passionflower Reveal | [Offbeat Magazine](#)
- Seeds as Beads Reveal | [The Advocate](#)
- Fleur News | [The French Quarterly Magazine](#)
- Fleur Feature | [WWOZ](#)

- Define, develop, and measure creative KPIs and report results to leadership
- Write and edit short and long-form omnichannel messaging across Meta, TikTok, Google, Landing Pages, and Email
- Coordinate brand storytelling objectives across Growth, Media, and Sales Teams
- Developed and implemented updated company-wide UGC and creator outreach processes

JB Communications. Senior Copywriter (2019-2020), Marketing Manager (2020-2022)
January 2019–March 2022

Led a team of three full-time marketing associates while managing digital marketing strategies and content creation for 20+ clients.

- Copywriter for 15+ websites, 100+ landing pages, 200+ blogs, video storyboards, radio copy, articles, and email marketing
- Increased SEO page rank position for B2B client by 83 and ranked client at #17 nationally within 30 days after re-writing web content
- Managed Meta, Google, and TikTok social media accounts for 15+ clients
- Created cross-platform creative ad and organic content for 15+ clients
- Conducted reputation management services for 10+ clients
- Managed projects and directed digital marketing and writing assignments for 20+ clients
- Organized 20+ client media appearances and interviews
- Assisted in the creation and launch of ShopLocalNola.com, now the largest directory for verified, locally-owned businesses

Art Partners Studio, Communications, and Content Specialist
January 2018 – December 2018

Collaborated with marketing manager to prepare customer advocacy proposals, execute creative strategies, and write marketing materials.

- Created content, including newsletters, blogs, and event materials
- Interviewed and managed relationships with artists for the award-winning "I am Coatesville Steel" photography project
- Organized and attended fundraising events and board meetings

Jugglefish Gallery and Studio, Marketing Manager
April 2014 – December 2017

Managed and executed marketing strategies for the gallery, as well as organized exhibitions and art classes.

- Produced marketing materials such as newsletters, press releases, promotional flyers, and brochures
- Developed a digital organizational system to sort and track the status of art projects

- Promoted and advertised artists' work through exhibitions and curated leads
- Instructed art classes, including acrylic, mixed media, and wheel-thrown pottery
- Studio voted "2015 Most Loved Art Studio" in Cape May County, NJ
- Structured and managed a five-person team

EDUCATION

Temple University, Philadelphia, PA

2016 - 2018

Masters of Fine Arts (MFA), Creative Writing

Submission reader for TINGE Magazine (Literary Journal)

Shippensburg University, Shippensburg, PA

2010 - 2014

Bachelor of Arts (BA), English with a Minor in Technical Communications

Recipient of the Mabel E. Lidner Writing Award (2014)