

CLARA D. ANDREWS

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EDUCATION

Master of Business Administration, General

McKendree University, Graduate School of Business

July 2023

Lebanon, Illinois

Bachelor of Arts in Organizational Communication

McKendree University, College of Arts and Sciences

May 2022

Lebanon, Illinois

Emphasis in Marketing and Sales | Minor in Public Relations

EXPERIENCE

Website Manager & Designer

Lacrosse Extras

Feb 2024 – Present

Remote

- Achieved a 119% increase in website traffic within the first 6 months, demonstrating effective digital strategy and audience retention.
- Leverage CSS, HTML, and WordPress functions to craft customized website designs and enhancements, optimizing user experience.
- Collaborate with cross-functional teams to identify website improvement opportunities, implement strategic solutions, and maintain brand consistency across all platforms.

Freelance Digital Marketer

Self-Employed

June 2022 – Present

Remote

- Manage and execute dynamic social media strategies for a diverse array of clients, enhancing online performance through targeted content and data-driven insights.
- Drive organic and paid website traffic through SEO and Google Ads, achieving an average conversion rate of 7%.
- Create visually engaging, user-focused websites, boosting brand credibility.

Social Media Manager

McKendree University Women's Lacrosse

Aug 2022 – Oct 2023

St. Louis, Missouri

- Leveraged visual content, compelling copy, video assets, and strategic media scheduling to boost account reach by 17% and content interactions by 29%.
- Created promotional graphics using Adobe Illustrator and Canva Pro to successfully aide in recruiting and fundraising efforts.
- Researched and analyzed industry marketing trends and implemented relevant strategies.

Marketing Communications Coordinator

The Hettenhausen Center for the Arts

Aug 2021 – May 2022

Lebanon, Illinois

- Produced marketing content for three social media platforms, leading to a notable 17% increase in overall follower count and a 155% surge in engagement.
- Piloted the marketing team in organizing promotional events and designing media campaigns that resulted in significant sales growth.
- Examined and reported insight data and analytics.

ACTIVITIES AND HONORS

Member – Lambda Pi Eta, National Communication Honor Society

Captain – McKendree University NCAA Division II Women's Lacrosse Team

Contributing Writer – The McKendree Review