

Claire Conley

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SUMMARY

- Michigan State University graduate with BA in Creative Advertising with a Minor in Graphic Design
- Experienced professional in customer service, graphic design, marketing, consulting, and baking
- Proficient with Adobe Creative Suite, MS Office Suite, Google Workspace, Shopify, and Figma

EDUCATION

Bachelor of Arts, Creative Advertising with Minor in Graphic Design

May 2022

Michigan State University, College of Communications and Arts

East Lansing, MI

- Cumulative GPA of 3.4, Dean's List for 5 semesters
- Certified Digital Marketing Professional (CDMP) by the Digital Marketing Institute

WORK EXPERIENCE

Marketing Assistant

Aug 2022 – Aug 2024

National Association of College and University Food Services

East Lansing, MI

- Work closely with the director of membership and marketing and the communications manager to increase association brand awareness
- Design graphics for events, learning, mobile apps, website, conference signage, brochures, mailers, one pagers and advertising using Adobe Creative Cloud programs (Indesign, Illustrator, Photoshop)
- Updating the website with the most recent content while often using HTML
- Edit videos as needed for webinars and other learning programs

Baker, Decorator, & Product Designer

March 2021 – Aug 2022

Gigi's Cupcakes

East Lansing, MI

- Deliver consistent products and ensure quality control standards are met
- Forecasting future demand and planning product production
- Communicate with customers and coworkers to execute business goals

Pastry Baker

Aug 2019 – March 2021

Le Bon Macaron

East Lansing, MI

- Consistently produced high-quality pastry items, ensuring adherence to portion guidelines, quality control standards, and flavor expectations
- Ensured visual and flavor accuracy for each pastry item according to brand specifications

Barista/Baker

2017 – 2019 (three Summers)

Cafe Julia

South Haven, MI

- Managed early-morning pastry production and ensured high-quality presentation for customer display
- Certified in-house as a barista after passing a practical and theoretical assessment on drink differentiation and preparation techniques
- Demonstrated ability to quickly learn and execute coffee preparation while maintaining quality and efficiency
- Engaged with customers to explain menu items and ensure they understood their coffee choices
- Ensured consistent stock of coffee-related items by monitoring inventory and logging daily supply needs

STRENGTHS, PROFICIENCIES & INTERESTS

- **Strengths:** Organization, product design, verbal communication, illustration, typography, digital media, online communications, adaptability, consistency
- **Proficiencies:** Adobe Creative Suite, Microsoft Office, Google Workspace, Shopify, Figma, PC, and Mac platforms
- **Interests:** Baking, cooking, traveling, designing, concerts and music