

CONTACT

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(515) 988-8962

EDUCATION

The University of Iowa | Iowa City
Jan. 2017—May 2019
B.A., Journalism & Mass Communication
Certificate, Writing | Track: Publishing
GPA: 3.77/4.0

Belmont University | Nashville, TN
Aug. 2015—Dec. 2016
Major, Publishing | Emphasis: Marketing
GPA: 3.85/4.0

HONORS & AWARDS

Kappa Tau Alpha Journalism Honor Society
Member | March 2019—present
Golden Key International Honor Society
Member | Dec. 2019—present
Dean's List
Honoree | 2015, 2016, 2017, 2018

SKILLS & PLATFORMS

Content Management Systems | Drupal, PAEM, WordPress
Social | Facebook, Twitter, Instagram
Project Management Tools | Slack, JIRA
Analytics | Google Analytics
SEO | Keywords Everywhere, Google Trends
Video | Final Cut Pro, YouTube
Creative Suite | Adobe Indesign, Photoshop
Editing | AP, MLA & BHG styles

VOLUNTEER ACTIVITIES

Girls on the Run International
2017—present
CASA Philanthropy Events
2016—present
Kappa Alpha Theta Fraternity
2016—present

CLAIRE HARMMEYER

SUMMARY

Self-starter with a passion for collaborating with teams to produce high-quality written and visual content. Eager and quick learner with the ability to adapt to different situations while balancing and prioritizing multiple projects efficiently.

EXPERIENCE

Contributing Writer, Better Homes and Gardens Digital

Aug. 2018—present | Meredith Corporation | Des Moines, IA

- Accepted extension of employment as a remote contributing writer following the summer internship
- Optimizing existing content based on SEO research and recommendations
- Writing articles and how-to projects for home, garden, and holiday content cores

Editorial Intern, Better Homes and Gardens Digital

May 2018—Aug. 2018 | Meredith Corporation | Des Moines, IA

- Optimized existing high-ranking content to be SEO-friendly including articles, slideshows, how-to projects, and the Plant Encyclopedia
- Wrote six original articles across home and garden content cores published on BHG.com
- Balanced multiple projects to meet tight deadlines including interviewing expert sources, participating in photo shoots, and writing video scripts

Blogger, A Slice of Life (asliceoflife.blog)

Jan. 2017—present

- Designed a website on WordPress to promote my personal brand and wrote music and literature-based content

Blog Contributor, University of Iowa Study Abroad

Feb. 2018—May 2018 | Prague, Czech Republic

- Represented the university while studying abroad—wrote blog posts and photographed sites to create audience engagement

Columnist, KRUI Online

Feb. 2017—Dec. 2017 | Iowa City, IA

- Reported from local concerts and festivals and wrote music-based content to contribute to a bi-monthly column

Writer, Fools Magazine

Jan 2017—March 2017 | Iowa City, IA

- Collaborated with editors and designers to write two pieces for the third print volume of *Fools* that coincided with the magazine's mission