

CLAIRE LEONARD

DIGITAL MARKETING SPECIALIST

Working with me is kind of like handing your brand a double shot of espresso and a therapy session. I ask hard questions, care too much about fonts, and treat inconsistent messaging like a personal emergency. I play well with teams, deadlines, and half-baked concepts with strong main character energy. Also, if AI ever becomes sentient, it's probably from absorbing my obsessive monologues about color theory and messaging tone. I'm wired for deep thinking, fast doing, and turning creative chaos into something that actually works. I'm deeply collaborative, addicted to trend-spotting, and curious enough about emerging tech to be on a first-name basis with my algorithms.



☎ (262) 344-9863
@ Claire@spirefly.media

WORK & EXPERIENCE

2021-Present

Director of Media & Communications

RiverGlen Christian Church / Waukesha, WI

Oversees all internal and external communication across digital, print, and video platforms for a multi-campus church. Leads a creative team of staff and volunteers in developing branding, storytelling, and messaging strategies that support church-wide initiatives and ministry alignment. Spearheaded branding and communications for an \$11.1 million generosity campaign, including visual identity, print collateral, digital rollout, video storytelling, and launch strategy. Manages content production, social media growth, and a full website redesign to enhance user experience and engagement. Collaborates across ministries to maintain mission-aligned messaging.

2018-2022

Business Owner & Freelancer

Spirefly Media LLC / Remote

Specialized in branding, visual storytelling, and digital content for local small businesses, particularly in the artisanal and food sectors. Delivered end-to-end media services including logo design, social media management, product photography, and promotional video production. Partnered closely with clients to develop unique brand identities that reflected their story, mission, and values. Known for a hands-on, collaborative

EDUCATION

2020

Bachelor's in Digital Media

Marquette University, Milwaukee WI

CORE VALUES

Innovation **Excellence**
Integrity **Passion**

STRENGTHS

- Problem Solving
- Public-speaking
- Collaboration
- Creativity
- Teamwork
- Leadership
- Organization

2016-2020

Sales Associate & Social Media Strategist

Art's Cameras Plus / Waukesha, WI

Held dual roles as Social Media Strategist and Sales Associate at Art's Cameras Plus, a retail camera store serving both amateur and professional photographers. Created original photo, video, and written content for all major social platforms, developed and executed digital marketing strategies, and elevated brand engagement through consistent, targeted campaigns. Helped drive the company's recognition as 2019 Dealer of the Year, credited in part to a revitalized online presence and increased customer engagement. Balanced creative direction with frontline retail responsibilities, providing expert product knowledge, customer service, and sales support.

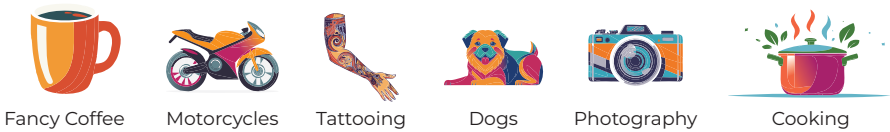
EXPERTISE

- AI & Emerging Technologies
- Copywriting
- Web Design
- Marketing Strategy
- E-Commerce
- Content Creation
- Brand Creation & Management
- Graphic Design

EVERYDAY TOOLS I USE

Adobe Creative Suite - Illustrator, Photoshop, Premiere Pro, InDesign, Lightroom CC, After Effects
Task & Project Management - Freedcamp, Notion, Vimcal, ChatGPT, Basecamp
Data Analysis & Content Strategy - Google Sheets, Excel, Meta Business Suite
Content Creation - Panasonic, Fuji and Sony Cameras
E-Commerce - Printful, Wix
Web Design - Wix, Javascript, GoDaddy
AI & Emerging Tech - ChatGPT, Custom OpenAI, Sora, Veo, Google AI, MidJourney, DALL-E

HOBBIES



AWARDS

2019

James T. Tiedge Award

Marquette University

Given to who's professional career reflects the values Dr. Tiedge lived including social responsibility as a media professional, "a commitment to ethics

2019

Dealer of the Year

Digital Imaging Reporter

DIR, a trade magazine specifically focused on the imaging and photo business, awarded Art's Cameras Plus "Dealer of the Year" for their online presence and innovative marketing strategies.

REFERENCES**

- Tim O'Neil**
Friend / Client / Co-Founder of RPC Worship
414-659-0806
info@rpcmusic.com
- Tony Miresse**
Former Supervisor / Owner of Art's Cameras Plus
414-699-8112
- Thomas Hochheim**
Former Client / Owner of Smokin' Ts
262-527-5366
- Michelle**
Landlord / Owner of Fine Line Salon
262-337-0561
- David Draper**
Former Coworker at Art's Cameras Plus
207-712-6256

**Additional References Available Upon Request.