

Claire M. Grulick

828-962-4418 • clairemgrulick@gmail.com • clairegrulick.com

EXPERIENCE

Wayfair • SEO Content Writer

December 2021 – Present / Remote

- Creates SEO content for the Guides section of Wayfair's Ideas & Advice webpage
- Incorporates images and external product links to article contents
- Publishes articles and tracks keyword trends using Searchmetrics and Google Sitemap

6AM City • Branded Content Studio Intern

February 2021 – October 2021 / Columbia, SC (Remote)

- Drafted, published, and tracked content using platforms such as Google Workspace and Later
- Collaborated with around 500 clients across 11 markets to produce curated advertising content
- Wrote and scheduled corresponding socials including posts to each of the 11 market's Instagram story/timeline, Facebook, and Twitter feeds

Communication Service for the Deaf • Captioning Agent

September 2020 – January 2021 / Columbia, SC

- Transcribed captions in real-time for people who are deaf or hard-of-hearing, using CapTel telecommunication service

Her Campus, College of Charleston • Editor-in-Chief & Campus Correspondent

September 2018 – May 2020 / Charleston, SC

- Led campus chapter of online magazine for college women, managing a staff of 60 across editorial, social media, marketing, PR, and events
- Edited up to 20 articles per week on stories on topics including entertainment, wellness, style, beauty, and career
- Planned tabling fairs to promote organization and recruited more than 50 new staff members
- Achieved Diamond Level status, meaning the chapter was in the top 10% website and social media performance among other campuses nationwide
- Arranged giveaway contests with brands such as Hangout Fest, Aussie, Garnier, Conair, Mary Kay, Batiste, Emergen-C, EOS, First Aid Beauty, and Hallmark

Hawkes Learning • English Intern

January 2020 – May 2020 / Charleston, SC

- Wrote and revised copy for educational publisher's English textbooks and e-learning materials, utilized by both students and instructors
- Proofread and assessed content for grammar, style consistency, modernity, and plagiarism
- Credited as an assistant editor in the Writing Handbook: 2nd Edition

SKILLS

Software

WordPress

Adobe Creative Cloud

Microsoft Office

Google Workspace

SEO Tools

Moz

Google Keyword Planner

Google Analytics

Searchmetrics

EDUCATION

College of Charleston • Charleston, SC

School of Humanities and Social Sciences

B.A. English (Concentration in Writing, Rhetoric, and Publication), May 2020

Minor in Linguistics