

# DIEULANIE CLAUDE

## **DIEULANIE CLAUDE**

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## **EDUCATION**

### **NOVA SOUTHEASTERN UNIVERSITY**

M.B.A. – Marketing Concentration

Degree expected May 2021

### **INDIAN RIVER STATE COLLEGE**

B.A.S. Digital Media – Graphic Design &  
Visual Communication Concentration

A.A.S. Graphic Design Technology

## **SKILLS**

Adobe Photoshop, Adobe Illustrator,  
Adobe InDesign, Adobe Dreamweaver,  
WordPress, Neon CRM,  
Google Analytics, Hootsuite,  
HTML, CSS, SEM, SMM, MS Office,  
MailChimp, Constant Contact, Survey  
Monkey, Survey Gizmo, Drupal,  
Hubspot, Shopify, Wix, Airtable

## **QUALIFICATION**

Creative thinking,  
Graphic design principles,  
Marketing analytics,  
Detail oriented, Copy-writing,  
Interpersonal skills,  
Project management,  
Nonprofit management,  
Digital marketing,  
Customer service,  
Mac & PC platforms

## **LANGUAGES**

**ENGLISH**  
Fluent

**CREOLE**  
Native

**FRENCH**  
50%

## **EXPERIENCE**

### **COMMUNICATIONS MANAGER**

ST. LUCIE CULTURAL ALLIANCE | FEB. 2020 - PRESENT

Optimize and manage company website and social media pages, conduct marketing campaigns, acquire members, manage and service memberships, build media relationships and partnerships with local organizations, create marketing plans and collateral, write newsletters and press releases, collect and consolidate data into actionable items, analytics reports and presentations, organize and plan events, generate revenue through sponsorships and donations. *Skills: marketing, budgeting, Analytics, communications, sales, copy-writing, client service, project and business management.*

### **MARKETING AND SALES COORDINATOR**

MARTIN COUNTY BOARD OF COUNTY COMMISSIONERS | SEPT. 2017 - FEB. 2020

Managed social media accounts, created and distributed marketing collateral, maintained web pages, wrote press releases and newsletters, conducted surveys, generated revenue through sponsorships and donations, member of the Academy of Interactive & Visual Arts award-winning web team. *Skills: integrated marketing, sales, copy-writing, client service.*

### **GRAPHIC AND WEB DESIGNER - CONTENT MARKETER**

OROA - EICHHOLTZ FURNITURE | JAN. 2017 - SEPT. 2017

Designed web assets, publications and print ads, maintained visual and functionality of the website, created newsletters, wrote copies for and uploaded new products to the website, improved company's search engine ranking with generic SEO strategies, processed and serviced online orders. *Skills: content marketing, customer service.*

### **WEB GRAPHIC DESIGNER - CONTRACTOR**

WHITE SANDS TREATMENT CENTER | AUG. 2016 - OCT. 2016

Designed logos, web assets, templates and landing pages for over 800 micro-sites, redesign existing websites to improve user-friendliness. *Skills: marketing, design.*

### **CERTIFIED VACATION PLANNER**

CELEBRITY CRUISES, INC | OCT. 2015 - AUG. 2016

Assisted travelers in planning and realizing their dream cruise vacations. Booked and managed reservations, including flights, transfers, hotels and excursions, while providing solutions and exceeding goals and meeting quarterly company metric goals. *Skills: sales, marketing, customer service.*

### **WEB CONTENT PRODUCER**

ROYAL CARIBBEAN CRUISES, LTD | NOV. 2014 - OCT. 2015

Worked on web innovation projects, conducted testing of all aspects of the company's website to ensure site integrity, submitted reports and queries as requested from various functional areas, added updates to web-related team-site folders, updated content and maintained company web pages. *Skills: project management and planning.*