

# DIEULANIE CLAUDE

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## EDUCATION

### NOVA SOUTHEASTERN UNIVERSITY

M.B.A. – Marketing Major

### 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,  
Analytics, Google Ads, B2B,  
B2C, A/B testing, Marketing  
automation, Detail oriented,  
Copy-writing, Interpersonal  
skills, Project management,  
Nonprofit management, E-commerce,  
leadership, Digital marketing,  
Customer service, Mac & PC platforms

## LANGUAGES

ENGLISH  
Fluent

CREOLE  
Native

FRENCH  
50%

## EXPERIENCE

### INTERIM EXECUTIVE DIRECTOR

ST. LUCIE CULTURAL ALLIANCE | MARCH 2023 - PRESENT

Nonprofit and business management. Oversee all financial and operational aspects of organization, including grants management, community outreach, team leadership and management. Develop and implement fundraising strategies and programs with proven track record in driving growth. Foster partnerships and advocate for organization's mission and vision. Cultivate relationships with members, donors, and community stakeholders. Coordinate and promote at least one engaging event per month.

- Pioneered the successful launch of a 10-show concert series, Levitt AMP Fort Pierce, supported in part by the prestigious national Levitt Foundation brand, and played a pivotal role in curating other engaging events.
- Adept at navigating and overcoming financial challenges by implementing expense reduction strategies and innovative fundraising initiatives.
- Positively shifted organizational culture through collaborative leadership, fostering a more inclusive, innovative, and goal-driven environment.

### PROMOTIONS MANAGER

CITY OF PORT ST. LUCIE - MIDFLORIDA EVENT CENTER | MARCH 2022 - MARCH 2023

Managed, directed, and implemented integrated marketing campaigns, activities, programs and public relations for the event center and its diverse events, including strategies, market research, grassroots and viral efforts, producing promotional and collateral materials, and preparing and managing marketing plan and budget. Managed and maintained web content, and provided reports and analyses on marketing programs and investments. Managed and supervised box office with over 10,000 maximum capacity festivals and events. Established and maintained relationships, secured sponsorships, and negotiated best rates and trade agreements with local media outlets.

- Create complex marketing calendars and concurrently manage 6 campaigns
- Grew social media following by over 51% in 2 quarters
- Increased web traffic by 22% in 1 month
- Running email campaigns with a 17% average open rate and .7% average clickthrough above industry standard

### FREELANCE GRAPHIC & WEB DESIGNER

CONTRACTOR | JAN. 2012 - MARCH 2023

Worked on a different number of projects on a contractual basis for various organizations, such as City Furniture. Created logos, websites, landing pages, posters, publications, and other branding assets per clients requests.

## EXPERIENCE CONT'D

### COMMUNICATIONS MANAGER

ST. LUCIE CULTURAL ALLIANCE | FEB. 2020 - MARCH 2022

Optimized and managed company website and social media pages, conducted marketing campaigns, acquired members, managed and serviced memberships, built media relationships and partnerships with local organizations, created marketing plans and collateral, wrote newsletters and press releases, collected and consolidated data into actionable items, analytics reports and presentations, organized and planned events, generated revenue through sponsorships and donations.

- grew membership by 4225% with an average retention rate of over 90%, utilizing email automation, social media marketing and exceptional client experience
- Increased social media following by 356%
- gradually increased web traffic by 174%
- grew email list by 359% with above industry standard open and clickthrough rates
- launched two successful annual art campaigns amid a pandemic

### 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.

- Broke record with the county's activity guide. The magazine paid for itself and generated net revenue for the first time in its history
- Broke record on first water park campaign with a 54% increase in revenue, which was also the most revenue in the water park history, other than its grand opening

### 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.

### 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.

### 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.

### 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.