



Clara Ganz

EDUCATION

Georgetown University | College of Arts and Sciences | Washington DC

Major: Psychology

Minors: Art, Business Administration

Cumulative GPA: 3.79/4.00

Graduated: August 2023

Jesuit High School | Portland, OR

Cumulative GPA: 3.95/4.00

Graduated: 2019

SKILLS

Adobe Creative Suite

Illustrator, Photoshop, InDesign, Premiere Pro, After Effects

Microsoft Office

Excel, Word, PowerPoint, OneNote

Google Suite

Drive, Docs, Sheets, Slides, Calendar, Jamboards, Meet, Gmail

Social Media

Instagram, Facebook, X, Threads, TikTok, Snapchat, LinkedIn

Marketing Platforms

Mailchimp, Crystal Reports, Canva

Communication Platforms

Slack, Asana, Monday

INTERESTS

- Crocheting
- Screen Printing
- Bookbinding
- Sugar Cookie Decorating
- Golf (6-handicap)
- Vinyasa Yoga
- Fashion Design

PROFESSIONAL EXPERIENCE

Georgetown University Alumni Student Federal Credit Union | 2021 – 2023
Largest student-run financial institution with over \$20 million in peak assets
Vice President of Marketing | Positions held: Bank Teller, Analyst, Graphic Designer

- Ran weekly meetings and set intern expectations
- Collaborated with other department executives to set strategy and devise tactics to ensure the credit union's growth and longevity
- Designed/edited collateral materials for loan marketing campaigns, rewards partner advertising, intern recruitment, and merchandise
- Created brand identity guideline deck for visual cohesion across all platforms
- Reorganized internal operations to improve department efficiency and facilitate communication

Precision Strategies | June 2022 – August 2022
Strategy and marketing agency working with companies, causes, and candidates
Digital Strategy Intern

- Drafted daily social copy for high profile political and corporate clients to support progressive political programs
- Designed paid and social brand content for Humana
- Compiled and delivered daily social media engagement reports for members of the executive leadership team at a prominent US private foundation
- Sourced and delivered daily misinformation alert reports and vetted influencer candidates for leading pharmaceutical company

DESIGN INDUSTRY EXPERIENCE

Stream Alaska | December 2024 – Present
Subsidiary of GCI providing streaming services to Alaskan residents
Graphic Designer

- Designed logo for digital and print use
- Collaborated with team to understand goals of the brand and inform the icon design
- Remain on retainer for forthcoming design needs after brand launch

Susannah Fox – Author of Rebel Health | June 2023 – April 2024
A field guide to the patient-led revolution in health care published by MIT Press
Graphic Designer

- Collaborated with author to devise brand identity for book
- Designed marketing collateral for speaking engagements and advertisement which served as inspiration for cover art
- Designed assets to update author's personal website to promote book

Interwoven Stories | January 2024 – April 2024
Podcast hosted by Victoria Smith exploring fashion circularity, tech & innovation
Graphic + Motion Designer

- Designed logo for podcast and social media
- Animated logo in After Effects for social media and podcast videostream intros and outros
- Collaborated with host to design branded merchandise – tote bags and baseball caps

CONTACT

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