

# Claire Mirsky

creative. strategist. writer.

## SKILLS:

Storytelling  
Creative Thinking  
Project Management  
Creative Direction  
Problem Solving

## INTERESTS & HOBBIES:

Cinema & TV  
Creative Writing  
Interior Design  
Hiking  
Comedy

## EDUCATION:

### Ithaca College

**B.S. Integrated Marketing Communications**  
*Ithaca Presidential Scholarship,  
Honors Program  
Ithaca, NY, Class of 2016*

### Miami Ad School

**Copywriting**  
*Atlanta, GA, 2021-present*

## TECHNICAL PROFICIENCIES:

Illustrator  
InDesign  
Photoshop  
Premiere Pro  
Microsoft OS  
Google Suites

## CONTACT INFO:

CLAIREMIRSKY3@GMAIL.COM

## PORTFOLIO:

[CLAIREMIRSKYCOPY.COM](http://CLAIREMIRSKYCOPY.COM)

## WORK EXPERIENCE:

### SOCIAL MEDIA MANAGER & CONTENT PRODUCER

**L.A. Works | February 2019 - March 2021**

*Los Angeles, CA*

- Developed a social media strategy from the ground up. Wrote copy, created graphics, posted daily across all platforms, and managed the online community.
- Attended in-person events, met cool people, conducted interviews and took photos and videos.
- Collaborated with a team of talented photographers, videographers, illustrators and graphic designers to create content.
- Got to be a part of the "Island of Misfit Toys," the most diverse and down-to-earth people I've ever met.

### ACCOUNT EXECUTIVE - ACURA

**MullenLowe | August 2017 - January 2018**

*Los Angeles, CA*

- Liaisoned between clients and creative to create assets for print, point-of-sale, OOH, digital, and broadcast creative.
- Launched the 2018 Acura RLX and 2017 Season of Performance winter sales event.
- Oversaw all digital production and trafficking. Created briefs, collaborated with the digital team, and managed the client approval process.
- Attended voice-over and radio recording sessions.
- Trained and mentored junior account team and summer interns.

### ASSISTANT ACCOUNT EXECUTIVE - ACURA

**MullenLowe | October 2016 - August 2017**

*Los Angeles, CA*

- Improved process and efficiency for offer end-card updates. Collaborated with the digital and studio teams to create a live API feed for faster creative updates.
- Launched the 2017 Acura TLX and 2017 Summer Sales Event. Deliverables included print, POS, digital, and broadcast creative.
- Adapted a national campaign into modular assets that could be customized based on location. Deliverables included print, POS, digital, OOH, and broadcast creative.

### STRATEGY INTERN

**Trailer Park Group | February 2016- May 2016**

*Los Angeles, CA*

- Led social listening efforts to determine community sentiment in preparation for the launch of YouTube Red (now YouTube Premium.)
- Completed market research to help inform strategists in their recommendations.
- Prepared pitch decks for new clients