

CLAIRE PFLUGER

570-516-6642 • cpfluger8@gmail.com • Pottsville, PA • clairepfluger.com • linkedin.com/in/claire-a-pfluger

EXPERIENCE

Digital Marketing Consultant

Dec 2024 – Present

Freelance · Pottsville, PA – Hybrid

- Oversee and maintain Facebook and Instagram accounts, crafting engaging content and interacting with audiences to foster community engagement and growth.
- Plan, execute, and optimize Google and Facebook advertising campaigns, driving targeted traffic, improving ROI, and meeting specific client objectives.
- Monitor campaign performance and social media metrics, providing detailed reports to clients and recommending strategies for continuous improvement.

Digital Marketing Assistant

Oct 2021 – Present

Collectible Brands · Pottsville, PA

- Support marketing team with project organization and work with creative staff to develop and deploy online marketing content.
- Prepare and analyze reporting from Google Analytics, Google Ads, Facebook, Email Marketing, customer/order database, and additional platforms.
- Perform maintenance and setup across Google Ads, Bing Ads, Facebook Ads, and other advertising platforms.
- Maintain product listings and gather performance data from Amazon, eBay, and Walmart marketplaces.

Marketing & Business Administration Intern

Jun 2021 – Aug 2021

Northeast PA Manufacturers and Employers Association · Pottsville, PA

- Planned and executed events, including preparation of all marketing materials.
- Maintained social media accounts and developed a marketing plan to increase membership.
- Maintained the ACT membership database.

Customer Service Professional

Feb 2021 – Apr 2021

H&R Block

Per Diem Department Specialist

Oct 2020 – Feb 2021

Evans Delivery · Schuylkill Haven, PA

Design Intern

Sep 2020 – Oct 2020

Ember Marketing · Pottsville, PA

- Created menus and signage for RUSH food trucks, Pressed Coffee & Books, and Black Rock Brewing Co.
- Developed website design mockups for RUSH to support an intuitive online ordering system.

Sample Assistant

Nov 2019 – Oct 2020

Saks Fifth Avenue · Pottsville, PA

Buyer / Sales Associate

Jun 2019 – Sep 2019

Plato's Closet · Greater Harrisburg Area

- Created and managed social media posts for Instagram and Facebook.
- Purchased merchandise according to company guidelines and target market.

Marketing Intern

Mar 2019 – Jun 2019

Meaghan Paige · State College, PA

- Designed and deployed email newsletters using Mailchimp to advertise new products.

Freelance Graphic Designer

Oct 2015 – May 2019

Self-Employed · Reading, PA

- Designed logo for Athletics in Motion (AIM) using Adobe Photoshop and Illustrator.
- Created flyers for on- and off-campus events.
- Designed layout and retouched illustrations for A Very Hungry Tale by Suzanne Fantar.

Student Ambassador – Office of Off-Campus Student Support

Oct 2018 – Apr 2019

Penn State University · State College, PA

- Created social media content to engage off-campus students; posts reached 40–50 users.
- Attended borough and neighborhood association meetings on behalf of the university.

Digital Marketing Consultant

Oct 2018 – Dec 2018

CastPak · State College, PA

- Developed Google Ads display and search campaigns from strategy through execution.
- Created a landing page to communicate CastPak's services.
- Generated 277 clicks, 9,229 impressions, and 3 conversions.

Intern

Jun 2018 – Aug 2018

Shamlan Creative · Greater Philadelphia

- Provided art direction and copywriting for digital campaigns including banner and Facebook ads.
- Designed logo, color schemes, and Facebook page for agency rebranding efforts.
- Developed a book marketing campaign including publishing logistics, graphic design, and publicity outreach.
- Created content strategy and editorial schedule for a social media campaign.

Social Media Manager

Feb 2018 – May 2018

Mi Gente & Badtemeez Dill Student Film Crew · State College, PA

- Photographed and filmed on-set content for Facebook and Instagram.
- Selected captions and hashtags to maximize reach and engagement.

Graphic Designer

Oct 2017 – May 2018

Penn State Bookstore · University Park, PA

- Created in-store signage and promotional advertisements using Adobe Photoshop.

Intern

Jun 2017 – Aug 2017

Schuylkill Chamber of Commerce · Reading, PA

- Planned and attended member events; proofread newsletters and flyers for distribution.

Marketing Assistant

Jun 2017 – Aug 2017

LionLaunch Innovation Hub · Reading, PA

- Developed and distributed flyers, emails, social media posts, and marketing materials.

EDUCATION

Executive Master's in Marketing and Strategic Communication

Starting Sep 2026

New York University

Bachelor of Design – Digital Multimedia Design

Jan 2021 – Dec 2025

Pennsylvania State University · GPA: 3.62

Bachelor of Science – Marketing

2015 – 2019

Pennsylvania State University · Minor: Digital Media Trends & Analytics · GPA: 3.66

SKILLS

Advertising: Google Ads • Microsoft Ads • Meta Ads • Google Analytics • Klaviyo

E-Commerce: Amazon Seller Central • Walmart Seller Center • eBay

Email & Social: Mailchimp • Hootsuite • Facebook • Instagram • Social Media Marketing

Design: Adobe CC (Photoshop, Illustrator, InDesign, XD, Lightroom) • Canva • Figma • InVision

Productivity: Microsoft Office (Word, PowerPoint, Excel) • Google Suite (Docs, Sheets, Slides)

Additional: SEO/SEM • HTML & CSS (basic) • Photography • Writing • Graphic Design