

CLAIRE PFLUGER

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PROFESSIONAL SUMMARY

Digital marketing professional with 7+ years of experience spanning social media management, content creation, graphic design, email marketing, paid advertising, and administrative support. Proven track record managing brand accounts end-to-end, executing multi-channel campaigns, coordinating cross-functional projects, and delivering measurable results across B2C and B2B environments.

SKILLS

Social Media Management	Social Media Marketing
Social Media Content Creation	Content Creation & Copywriting
Content Strategy & Content Marketing	Short-Form Video & Reels
Video Production & Photography	Email Marketing (Klaviyo, Mailchimp, Constant Contact)
Drip Marketing & Automation	Google Ads (Search, Measurement, Shopping)
Pay-Per-Click (PPC) Marketing	Facebook Ads & Facebook Ads Manager
Microsoft Advertising	SEO/SEM & SEO Copywriting
Google Analytics & Marketing Analytics	AI-Powered Marketing & Generative AI
Adobe Creative Suite (Photoshop, Illustrator, InDesign)	Canva
Graphic Design & Branding	Brand Management & Brand Storytelling
E-Commerce	WordPress & Web Design
HTML & CSS	Marketing Strategy & Campaign Management
B2B & Digital Marketing	Event Planning & Event Marketing
Strategic Communications & Public Relations	Market Research & Strategic Planning
Microsoft Office & PowerPoint	Hootsuite
LinkedIn Marketing	Zoom & Virtual Event Management
Time Management & Organization	

WORK EXPERIENCE

Freelance Digital Marketing Consultant
Self-Employed

Dec 2024–Present

- 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–Apr 2026

Collectible Brands

- Supported the marketing team with project organization.
- Prepared and analyzed reporting from various online and local resources including Microsoft Ads, Facebook, Email Marketing data, customer/order database, and others as needed.
- Performed administrative tasks to ensure the functionality of online marketing activities.
- Performed maintenance and setup in several online marketing platforms, including Microsoft Ads, Facebook Ads, and others.
- Performed maintenance and gathered data from several online marketplaces including Amazon, eBay, Walmart, and others.
- Set up and scheduled email marketing campaigns in Klaviyo.
- Managed Facebook and Instagram accounts for 3 of 6 brands end-to-end, including content writing, copywriting, and publishing.
- Coordinated with the internal creative team to request and deploy online marketing content across remaining brand accounts.
- Drove 2.6M Facebook views, 181.5K unique viewers, and 57.8K link clicks for Fairfield Collectibles over a 90-day period through consistent organic publishing.

Marketing & Business Administration Intern

Jun–Aug 2021

Northeast PA Manufacturers and Employers Association (NEPA MAEA)

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

Customer Service Professional

Feb–Apr 2021

H&R Block

- Scheduled clients for appointments with a tax professional that meets their needs.
- Prepared appropriate documents for each client's appointment.
- Processed various payment methods for service.
- Handled client questions and concerns.
- Ensured quality customer service over the phone and in the office.
- Maintained office cleanliness and organization.
- Processed W2 local tax documents.

Per Diem Department Specialist

Oct 2020–Feb 2021

Evans Delivery

- Researched and paid equipment bills within payment terms for detention charges.
- Reviewed and responded to billing statements.
- Maintained Department spreadsheets.

Design Intern

Sep–Oct 2020

Ember Marketing

- Created menus and signage for RUSH food trucks, Pressed Coffee & Books, and Black Rock Brewing Co.
- Developed design mockups for the RUSH website in order to develop an intuitive online ordering system for food truck events.
- Assisted with RUSH food truck service operations (taking orders, food prep) as needed.

Sample Assistant**Nov 2019–Oct 2020***Saks Fifth Avenue*

- Organized samples by turn-in schedule or any other configuration as directed by the Product Supervisor.
- Checked the accuracy and quality of samples from vendors; tracked and reported issues to Product Supervisors.
- Completed copy sheets for samples with information from the sample or from vendors for publication to the Saks Fifth Avenue website.
- Managed sample logistics (pack, unpack, send back to vendor or distribution center, tracking).

Buyer**Jul–Sep 2019***Plato's Closet*

- Prepared merchandise for display on the sales floor.
- Created social media posts for Instagram and Facebook. Each post received about 20 likes.
- Provided great customer service by processing transactions, identifying customer needs, and greeting each customer warmly.
- Purchased merchandise according to company guidelines and target market.

Sales Associate**Jun–Jul 2019***Plato's Closet*

- Prepared merchandise for display on the sales floor.
- Created social media posts for Instagram and Facebook. Each post received about 20 likes.
- Provided great customer service by processing transactions, identifying customer needs, and greeting each customer warmly.

Marketing Intern**Mar–Jun 2019***Meaghan Paige*

- Created email newsletter using Mailchimp to advertise new products.

Student Ambassador**Oct 2018–Apr 2019***Penn State Office of Off-Campus Student Support*

- Created content for social media to reach off-campus students. Posts reached 40–50 users.
- Attended borough and neighborhood association meetings.

Digital Marketing Consultant**Oct–Dec 2018***CastPak*

- Developed display and search campaigns using Google Ads.
- Created landing page for users to learn more about CastPak's services.
- Generated 277 clicks, 9,229 impressions, and 3 conversions.

Intern**Jun–Aug 2018***Shamlian Creative*

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

Social Media Manager**Feb–May 2018***Mi Gente & Badtemeez Dill Student Film Crew*

- Took photos and videos on set to post on Facebook and Instagram.
- Chose captions and hashtags to garner the most interest.

Graphic Designer**Oct 2017–May 2018***Penn State Bookstore*

- Created signage and advertisements displayed throughout the store using Photoshop.

Intern**Jun–Aug 2017***Schuylkill Chamber of Commerce*

- Handled phone calls from Chamber members.
- Proofread newsletters and flyers for distribution to Chamber members.
- Planned and attended events to ensure an optimum experience for Chamber members.

Assistant**Jun–Aug 2017***LionLaunch Innovation Hub*

- Developed and distributed flyers, emails, social media posts, and other marketing materials.
- Suggested ideas to improve office functions, such as which payment and scheduling system to use.

Freelance Graphic Designer**Oct 2015–May 2019***Self-Employed*

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

EDUCATION

Penn State University, College of Arts and Architecture (World Campus)**Dec 2025***Bachelor of Design in Digital Multimedia Design | GPA: 3.62***Penn State University, Smeal College of Business****May 2019***Bachelor of Science in Marketing | GPA: 3.66 | Minor: Digital Media Trends & Analytics***CERTIFICATIONS**

Google Ads Search Certification | Google Ads Measurement Certification | Google Ads AI-Powered Shopping Ads Certification | Hootsuite Platform Certification