



# CLAIRE PATENAUDE

DIGITAL STRATEGIST + USER ENTHUSIAST



## EXPERIENCE

### PROFILE

Strategic leader focused on fostering a creative, collaborative environment and empowering teams to produce top-notch work, exceed business goals and have fun doing it.

Experienced in digital strategy, content strategy, UX and visual design, video production, digital advertising, social media and marketing analytics.



### EDUCATION

BA in International Relations

University of Maryland  
College Park

### AWARDS

AVA Digital Awards 2015

- Platinum, Intranet Design
- Platinum, Digital Campaigns
- Gold, Marketing Product

IFCA Marketing Awards 2011

- Best of Show, Integrated Marketing Campaigns

### CONTACT



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### STRATEGY DIRECTOR

CELERITY

SEPTEMBER 2016 - PRESENT

*Clients: National Geographic, Charter, TEGNA, ALPA, Navy Federal Credit Union*

- Co-lead Celerity's strategy practice, working with clients to define digital goals, KPIs, roadmaps, and business strategies.
- Lead business development activities for strategy and experience engagements including proposal development, thought leadership and marketing offerings, and pitches and client presentations.
- Develop trusting relationships between clients, partners, and teams through clear communication and high-quality deliverables.
- Conduct stakeholder and user interviews/surveys and analyze results, along with analytics and other data, to document goals, insights, and requirements to inform solution design.
- Oversee and execute content strategy work including auditing and evaluating content against qualitative and quantitative criteria, developing content models, defining taxonomies and metadata structures, producing messaging frameworks and style guides, and developing strategies and processes for the creation, delivery, and governance of content.

### DIGITAL STRATEGY CONSULTANT

AARP

APRIL 2016 - AUGUST 2016

- Developed content strategies, marketing campaigns and editorial plans for Staying Sharp, a subscription-based holistic brain health platform.
- Produced a series of videos on brain health topics with *Science* magazine.

### CREATIVE DIRECTOR

NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION

JULY 2013 - NOVEMBER 2015

- Served a strategic partner to the CEO's office and other business units to help develop integrated marketing strategies.
- Led team of designers, illustrators and video producers supporting all NRECA products and services.
- Provided art direction for monthly magazine and conducted full redesign of print version and website, saving over \$450K annually.
- Oversaw UX, creative and content for grassroots campaigns and microsites.
- Served as design and usability lead for company's rebranding and site redesign.
- Implemented an enterprise-wide digital asset management system.

### SENIOR MARKETING ADVISER

NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION

DECEMBER 2010 - JULY 2013

- Crafted marketing campaigns, videos, brochures and digital content.
- Conducted user research and usability testing for digital products.
- Created designs, user-flows, and usability test plans for online health and wellness portal, developed in partnership with WebMD.
- Managed all cobranding, experience design and marketing efforts for multimillion dollar partnership with United Healthcare to expand access to network services and discounts for NRECA members nationwide.



## COMMUNICATIONS & DEVELOPMENT MANAGER

NUCLEAR THREAT INITIATIVE  
DECEMBER 2008 - DECEMBER 2010

- Maintained organization's websites and social media pages.
- Wrote digital content, speeches and press releases.
- Organized news conferences and events.
- Oversaw fundraising campaigns, wrote grant proposals and maintained donor relationships.

## FIELD ORGANIZER

OBAMA FOR AMERICA | FLORIDA CAMPAIGN FOR CHANGE  
JUNE 2008 - NOVEMBER 2008

- Managed campaign field operations and outreach efforts.
- Supervised full-time deputy field organizers, interns and volunteers.
- Planned campaign events and rallies, earning press coverage in major media markets.
- Developed strategic partnerships with local and state government representatives and influential community groups.

## COMMUNICATIONS & OFFICE MANAGER

DC CAPITAL PARTNERS, LLC  
OCTOBER 2007 - JUNE 2008

- Created firm's marketing materials.
- Managed Board communications.
- Supervised administrative support staff and administered employee benefits.
- Developed method to track and analyze past and present investments and assess potential merger and acquisition opportunities.

## RESEARCH ASSOCIATE

INTERNATIONAL INSTITUTE FOR STRATEGIC STUDIES/ INTERNATIONAL COUNCIL FOR THE  
LIFE SCIENCES  
AUGUST 2005 - SEPTEMBER 2007

- Helped develop ICLS from a \$1.5 million project into an independent, 501(c)3.
- Maintained press relationships and published news releases, reports and newsletters
- Designed and maintained website.
- Organized global conferences in Russia and UAE.



## SKILLS

ILLUSTRATOR

INDESIGN

XD

SKETCH

GOOGLE ANALYTICS

GOOGLE DATA STUDIO

USER TESTING

BASIC HTML

AGILE PROJECT MANAGEMENT

