

# Claire O'Neill

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## *Experience*

### **Communications Coordinator**

**Dia Art Foundation, New York | January 2023–Present**

- Manage Dia's 50th Anniversary campaign
  - Develop an archival timeline through cross-departmental collaboration & liaise with external design firms
  - Build a marketing & content plan for 50th anniversary
- Create advertising strategy & oversee entire process
- Maintain department content calendar
- Produce newsletters, updates website pages & social posts
- Monitor Dia's press coverage & collates for press archive
- Organized Dia Beacon's 20th Anniversary Community Day

### **Freelance Copywriter**

**Remote | March 2020–Present**

- Warwick Art Advisory: Manages website, SEO, & Instagram
- Lulu LaFortune: Advises on brand strategy, SEO, & marketing

### **Communications Intern**

**Kasmin Gallery, New York | March–December 2022**

- Maintained press contacts & mailing list in ArtLogic
- Updated website & social media
- Created press clippings & maintained press archive
- Created artist portfolios & press releases in new design identity

### **Graduate Assistant**

**Sotheby's Institute of Art, New York | 2021–2022**

- Assisted students in checking out books & shelved books
- Reviewed student's resumes in preparation for career fair

### **Junior Copywriter**

**Hill Holliday, Boston | June 2018–March 2020**

- Clients: Planet Fitness, Party City, Strayer University
- Created social campaigns, worked on broadcasts projects

### **Historical Interpreter**

**Telfair Museum, Owens Thomas House and Slave Quarters**

- Savannah, GA | June 2017 – Spring 2018
- Crafted 45-minute scripted tour regarding the history of family & house, including decorative arts & architecture
- Researcher for the Re-Interpretation Project

## *Education*

### **Sotheby's Institute of Art**

Master of Contemporary Art  
Thesis received distinction

#### **Relevant Course Work**

Curating Contemporary Art  
Materials & Methods I: Artist Studios  
Materials & Methods II: Art Management  
Art & Technology  
History of Exhibitions  
Critical Theories of Contemporary Art  
Contemporary Art History:  
Postmodernism & Global Art 2000–Now

### **Savannah College of Art and Design**

B.F.A. in Advertising  
Exchange program in Hong Kong

## *Skills*

ArtLogic  
WordPress | Wix | SquareSpace  
Mailchimp | Constant Contact  
Adobe Creative Cloud  
SEO | Google Analytics  
Copywriting  
Research  
Public Speaking  
Project Management  
Content Creation

## *Volunteer Experience*

### **Sierra Club Ohio Chapter**

Fall 2020 – Fall 2021  
Helped create social media plan

### **Ohio Poll Worker**

Fall 2020 & Spring 2021 Election  
Assisted with Voter Check In