

# Claire O'Neill

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## *Experience*

### **Communications Coordinator**

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

- Managed Dia's 50th Anniversary campaign
  - Developed an archival timeline through cross-departmental collaboration & lead external design firm
  - Built marketing and content plan for 50th anniversary
- Created and oversaw advertising strategy from booking to design
- Implemented content calendar, produced newsletters, updated website pages, & social posts daily
- Monitored Dia's press coverage & built a press archive
- Organized Dia Beacon's 20th Anniversary Community Day event

### **Freelance Copywriter**

**Remote | March 2020–Present**

- Warwick Art Advisory: Manages Website SEO & Instagram
- Lulu LaFortune: Advises on brand strategy, branding, voice, social media, website, SEO, and marketing

### **Communications Intern**

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

- Used ArtLogic to maintain press contacts
- Made weekly updates to website & social media
- Created press clippings & maintain press archive
- Formatted artist portfolios, CVs, & press releases to match new design identity

### **Graduate Assistant**

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

- Assisted students to check out books & monitor the library
- 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 & digital 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

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

- B.F.A. in Advertising
- Exchange Program in Hong Kong

### **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

## *Skills*

- ArtLogic
- WordPress | Wix | SquareSpace
- Mailchimp | Constant Contact
- Adobe Creative Cloud
- SEO | Google Analytics
- Academic Writing
- 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