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## Claire E. Wagner Summary of Professional Experience

### **Copywriter and Communications Consultant WagnerWrites**

**2008–present**

- Provide copywriting, strategy, messaging, and social media services for clients, including Aconex, Applied Materials Foundation, Canadian Solar, Catholic Charities of Santa Clara County, CORAL San Jose, The Catholic Foundation, Destination: Home, Hewlett-Packard, Marketing Arts, LexisNexis, Santa Clara County Public Health Department, Sunday Friends, and Wide Orbit

### **Director of Communications Catholic Charities of Santa Clara County**

**2006–2007**

- Responsible for all marketing and outreach, including public relations, advertising, website, literature, annual report, agency video, and newsletters
- Wrote and produced direct-mail appeals and other fundraising materials
- Supervised the Parish and Community Relations Manager
- Developed a new logo and corporate identity system, and launched major initiatives for the web, direct mail, literature, crisis communications, and media relations
- Developed a photo library, wrote a plan for crisis communications, and revised the agency communications procedures and standards

### **Communications Consultant**

**1995–2005**

- Copywriting, editing, and strategy consulting services for clients, including Alventive (BlueSky Solutions), Azaire Networks, Genesys (Alcatel), Catholic Charities of Santa Clara County, CORAL San Jose, Cal State University East Bay, FIRST 5 of Santa Clara County, Hewlett-Packard, NetManage, Onyx, Speedera, Sun Microsystems, and Symantec

### **Operations Director, Director of Public Relations, Copywriting Manager, Senior Copywriter Pearson & Co. Marketing Communications**

**1989–1994**

- During this period, the agency grew from five to 20+ employees and earned a spot in the top 20 on the *Business Journal* list of 100 fastest-growing Silicon Valley companies; clients included 3Com, Amdahl, Hewlett-Packard, Intel, Octel, Silicon Graphics, Toshiba, Unisys, and Visa
- *Operations Director*: Responsible for day-to-day operations, including project scheduling, staff assignments, and quality assurance; hired, trained, and managed staff; co-managed client services and assisted clients with marcom planning and strategy; helped create agency policies and procedures; participated in strategic long-range planning; managed copywriting services
- *Director of Public Relations*: Responsible for all press activities conducted on behalf of clients; managed copywriting services
- *Copywriting Manager*: Responsible for the quality and timely delivery of all copy written for the agency; hired, trained, and managed freelance and staff writers; helped develop the agency's copywriting and review processes; responsible for understanding the technologies and market strategies of all clients and prospects
- *Senior Copywriter*: Responsible for copywriting and creative concepts for collateral, advertising, and press materials; developed strategic messages for client campaigns

**Freelance Technical Writer**

**1988–1989**

- Contract assignments for Imagen, Acer, Systems Industries, and Sun Microsystems

**Senior Publications Specialist**

**Imagen Corporation**

**1986–1988**

- Wrote laser printer installation and usage documentation
- Prepared corporate slide presentations and marketing literature, including the company's first field sales newsletter

**Technical Writer**

**Intel Corporation**

**1984–1985**

- Wrote and edited programmer's guides and reference manuals for software tools

**Technical Writer, Strategic Business Assistant**

**North Star Computers**

**1981 –1984**

- *Technical Writer:* Wrote user's guides and installation manuals for desktop computer systems and software; helped develop an early "human interface" for a multi-user system with online help and error messages
- *Strategic Business Assistant:* Assisted with market research, sales forecasts, and the company's first third-party software directory

**Economic Development Consultant**

**Sacramento Chamber of Commerce/CA Air Resources Board**

**1980 –1981**

- Managed a series of forums that brought together business, political, community, and religious leaders to discuss the impact of economic development; published two reports on industrial development and air quality in Sacramento

## Recognitions

*Adweek Magazine* TECHNOLOGY MARKETING 2002 ICON Awards Silver Winner, Interactive: Multimedia Presentation or Demo category, with PearsonBranded for HP's "ServiceCore Demo"

## Education

B.A. in Economics, with Honors, University of California, Davis. Completed professional coursework in promotional writing, fundraising, advertising, graphic design, social media, business management, and employee relations.