

# Clara Lynch

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## SUMMARY

Creative content creator passionate about fashion and eCommerce, focusing on social media management and video editing. Proven success in developing engaging short-form content across platforms like TikTok and Instagram while fostering strong relationships with influencers and community contributors. Enjoy coming up with fresh ideas to engage audiences and elevate brand visibility. Seeking a part-time creative opportunity that allows collaboration and growth within the team.

## EDUCATION

### Bachelor of Arts in Communication

University of California, Los Angeles GPA: 3.7

2026

Los Angeles, CA

*Coursework: Social Media Strategy, Visual Storytelling, Digital Marketing, Graphic Design*

## TECHNICAL SKILLS

- **Video Editing Tools:** CapCut, Adobe Premiere Pro, Final Cut Pro
- **Graphics Tools:** Canva, Photoshop, GIMP
- **Social Media Platforms:** Instagram, TikTok, Facebook
- **Content Planning Tools:** Buffer, Hootsuite, Later
- **Collaboration Tools:** Slack, Trello, Asana
- **Analytics Tools:** Google Analytics, Sprout Social, Hootsuite Insights
- **SEO Best Practices:** Keyword Research, On-page SEO, Content Optimization
- **Email Marketing Tools:** Mailchimp, Constant Contact, HubSpot
- **Digital Marketing Techniques:** A/B Testing, Retargeting, Influencer Marketing
- **Project Management Methodologies:** Agile, SCRUM, Kanban

## SKILLS

- Social Media Management
- Content Strategy
- Graphic Design
- Video Editing (CapCut, Canva)
- Influencer Coordination
- Trend Analysis

## EXPERIENCE

### Content Creation Specialist

January 2025 – May 2026

University Project

Los Angeles, CA

Focused on creating and managing content strategies for university campaigns. Collaborated with peers to align visual elements with institutional voice while engaging audiences effectively.

- Developed and edited short-form video content, showcasing student events and increasing engagement.
- Scheduled posts on platforms like Instagram and TikTok, ensuring timely reach during key moments.
- Designed visually appealing graphics matching branding guidelines, enhancing online presence.
- Organized content calendars and folders, streamlining workflows for efficient production.
- Coordinated with student influencers to drive event participation, positively impacting turnout rates.
- Brainstormed innovative concepts, which significantly attracted new followers and boosted interactions.

### Social Media Assistant

September 2024 – December 2024

University Project

Los Angeles, CA

Supported social media outreach and marketing campaigns for events, contributing to strategy development and execution efforts targeting fellow students.

- Assisted in crafting viral marketing campaigns through relatable and shareable content.
- Conducted research on trends to enhance awareness of student-led initiatives and events.
- Managed user-generated content by repurposing materials across various channels.
- Contributed to graphic designs using Canva, creating vibrant visuals that drew attention.
- Implemented feedback from peers to refine approaches and increase audience engagement levels.
- Attended workshops on current trends, expanding knowledge on impactful branding techniques.

## LEADERSHIP & AWARDS

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- Dean's List, UCLA, 2024
- Winner, Campus Marketing Competition, UCLA, 2025

## CERTIFICATIONS

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- Social Media Marketing Certification 📅 2025
- Video Editing Fundamentals 📅 2025

## PROFESSIONAL AFFILIATIONS

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- Member, Fashion Club, UCLA, 2023 – Present
- Volunteer, Community Outreach Program, 2023 – Present

## LANGUAGES

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- English (Native) • Spanish (Proficient)

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST