

CLAIRE GRIGGS

CREATIVE CHAMELEON

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PERSONAL BACKGROUND

I am an advertising chameleon. I adapt to my constantly evolving surroundings by "changing colors." I do this not to blend in, like real chameleons, but to stand out. Additionally, chameleons have very good eyesight, the best out of all reptiles. Similarly, I have the foresight to anticipate a situation and make a positive change before many of my peers have even noticed the problem. In hindsight, this chameleon metaphor is getting a little out of hand.

POSITIONING STATEMENT

I am an Account Planner, a Web Designer, and more with one year of experience in the Advertising industry. I have strong writing, art direction, and social media skills. I know HTML5 and Java Script. I also have expertise in project management and making people laugh. My strengths include being able to adapt to almost any job role and to exceed expectations, no matter how great.

EXPERIENCE

Account Planner & Web Designer
UNT SWOOP Agency - Denton, TX.
January 2020 to August 2020.

Insight: A lot of time and energy goes into the research and planning stages of a campaign.

Online Grocery Pickup Associate
Walmart Neighborhood Market - Colleyville, TX.
February 2019 to Present.

Insight: People will pay a premium for convenience.

Stocker Associate
Walmart Neighborhood Market - Colleyville, TX.
June 2015 to February 2019.

Insight: Women are more likely to ask for help than men when shopping.

EDUCATION

BA in Advertising
University of North Texas - Denton, TX.
August 2018 to May 2020.

Associate of Arts
Tarrant County College - Hurst, TX.
January 2017 to August 2018.

Web Page & Digital/Multimedia Design
University of Texas at Arlington - Arlington, TX.
August 2015 to December 2016.

CERTIFICATIONS

Creating Personalized Ads With HTML5
- Via LinkedIn, issued Sept. 2019.

Google Ads (AdWords) Essential Training.
- Via Lynda.com, issued March, 2019.

Inbound Marketing Certification.
- Via Hubspot Academy, issued Aug. 2020.

S.W.O.T.

STRENGTHS

- Strong leadership skills.
- Multi-talented.
- Focuses on the big picture.
- Has agency experience outside of school.

WEAKNESSES

- Sometimes has trouble speaking up in large groups.
- Focuses on too many things at once; gets distracted as a result.

OPPORTUNITIES

- Wears many hats.
- Is continuously evolving.
- Receives criticism well.
- Has moderate experience in HTML5 & JavaScript
- Dealt with effects of the pandemic during senior year of college.

THREATS

- Standing out is difficult, with so many on the job market.
- Potential economic instability which could make getting a job difficult.

S.W.O.T. ANALYSIS

The fact that I have many relevant talents that are related to Advertising makes me stand out amongst the competition. Also, I have worked for SWOOP, the UNT Advertising Agency, so I know how to work with real clients for real money, and the challenges that go with that. I am very passionate about my work and am adaptable to constant change. I listen well to criticism and do my best to improve and evolve, as needed.

HOBBIES & INTERESTS



Playing with my dog, Marley.



Coming up with dad jokes and puns.



Adding to my sock monkey collection; I only have 6 so far.



Reading Wikipedia articles for fun; I love trivia and fun facts!

CONNECT WITH ME

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