



# Claire McCann

## MARKETING SPECIALIST

### CONTACT DETAILS

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### GET TO KNOW ME

Innovative and skilled Marketing Manager and Strategist. Flexible team player who prospers in a fast-paced work environment.

Main passions in life include music, particularly live gigs, fashion and creative writing.

Currently learning how to surf, and I look forward to being able to explore the world again very soon!

### CORE SKILLS

Writing / Editing	● ● ● ● ●
Team Management	● ● ● ● ●
Problem Solving	● ● ● ● ●
Story Telling	● ● ● ● ●
Creative Ideas	● ● ● ● ●
G Suite Products	● ● ● ● ●

### EDUCATION

#### Edinburgh Napier University

Journalism BA (Hons) | 2013

- Founder and show host for first ever university radio show
- Deputy Editor for Impulse Magazine
- Wrote dissertation on the journalistic merits of Hunter S. Thompson and the impact of Gonzo Journalism on traditional reporting

### EMPLOYMENT HISTORY

#### Digital Marketing Manager

OnMode Fashion | Sept 2020 - Present | Dubai

- Working with a fashion distribution team to **grow their client base** and presence across all MENA
- Working with both the client and the retailers to promote and **increase product sale**
- Frequent gifting and **influencer campaigns**
- **Writing** blog articles, promotional flyers, video scripts, social media assets
- Designing and executing all **marketing campaigns**, including **social media** and **EDM**
- Organising and hosting **events**, in-store activations and Instagram Live sessions
- **Managing E-comm** (BigCommerce and Amazon Vendor Central)
- Cultivated and maintained relationships with clients, vendors, and contractors

**Client accounts include:** Sunnyslife Australia, Le Specs Eyewear, Freedom Moses, Love To Dream Australia

**Retailer accounts include:** Ounass, Bloomingdales, NAMSHI, SIVVI, Harvey Nichols

#### Head of Social

Tactical Digital Agency | Aug 2016 - June 2020 | Dubai

- **Managing** an internal team of Social Media Executives and Community Managers, including designing job roles, progress reports, internal workflows and processes
- Developing **communication strategies, campaigns** and **content plans**
- **Copywriting**, content scheduling and posting, live event coverage
- Planning content; mood boards, shortlists, briefing production team,
- **Developing and presenting pitch decks** to gain new clients
- Crisis management, **reporting and analytics**

**Social management retainer accounts included:**

Burj Al Arab and Jumeirah Group portfolio, Jacob's Creek, Saudi International Ladies Golf

**Project accounts included:**

M.A.C, Coca-Cola

#### Copywriter

First For Marketing | May 2016 - Aug 2016 | Dubai

- Sole Copywriter on a small team
- Wrote blog articles, promotional flyers, video scripts and social media assets
- Cultivated relationships with clients, vendors, and contractors

### NOTABLE CAREER HIGHLIGHTS

- Wrote a social media post for **Stormzy, Jennifer Lopez** and **Carly Rae Jepsen**
- Was flown to **Mauritius** to provide live social coverage for Shangri-La's Le Touessrok Resort & Spa guest chef experience
- Coordinated and provided a client's press boxes to **Sam Fender's** band and team during a tour
- Hosted an hour long Instagram Live interview to over **460k followers** on behalf of a client